

Dated June 1 19 51  
 Received August 27 19 51  
 Granted November 15, 19 51



MEMBERSHIP NO 8299

Published Date: September 17, 1951  
 Expiration Date: November 15, 1951

THE AMERICAN INSTITUTE OF ARCHITECTS

# APPLICATION FOR MEMBERSHIP

## RECORD OF THE SECRETARY OF THE INSTITUTE

A Name of applicant Betty Lou Custer Chapter St. Louis

B Address of applicant 7440 University Drive, University City 5, Missouri

C Applicant proposed by Harris Armstrong and Joseph D. Murphy

D Application received with check for \$ 10.00 on August 27 19 51  
 \$ 5.00 on September 14 19 51

E Application returned for correction ..... 19 .

F Application in due order on ..... September 17 19 51

Record of registration, Form S39, Sent (Mo) Sept 5 19 51 Received September 17 19 51.

G Notices sent to chapter executive committee:

(a) Form S11, reasonable time ending on ..... 19 .., on 19 .

(b) Form S12, 30-day extension ending on ..... 19 .., on 19 .

H Acknowledgments to applicant, ~~proposers,~~ and chapter on ..... September 5 19 51

I Certified resolution of chapter executive committee recommending admission ~~by that application be denied~~ received on ..... August 27 19 51

J No report from chapter executive committee on ..... 19 .

K Application sent to The Board of Examiners on ..... October 9 19 51

L The Board of Examiners reported on application on ..... October 9 19 51

M Applicant ~~was~~ admitted on ..... November 15 19 51

N Notice and certificate to applicant and notice of assignment to chapter ~~and notice~~ ~~to proposers~~ on ..... November 15 19 51

O Notice of denial of application to chapter and applicant and \$ ..... 19 .  
 returned to applicant on .....

### CERTIFICATION OF ELECTION AND ASSIGNMENT

I, Secretary of The American Institute of Architects, hereby certify that, under authority vested in me by The Board of Directors, I have this day duly elected

Betty Lou Custer

to membership in The Institute, and hereby declare him to be a corporate member of The Institute and assign him to membership in the St. Louis Chapter.

Date November 15, 19 51

*Carrie Coe Dick*  
 Secretary

(a)

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*In due order  
 September 17, 1951  
 J. H. Green*



INSTRUCTIONS

Type in all information carefully and sign with ink.

Mail this original and check for \$10.00 to The Secretary, The American Institute of Architects, 1741 New York Avenue, N. W., Washington 6, D. C.

File the duplicate, on yellow paper, with the secretary of the local Chapter of The Institute.

The American Institute of Architects

APPLICATION FOR CORPORATE MEMBERSHIP

I, the undersigned, do hereby apply for corporate membership in The American Institute of Architects.

1. My full name is Betty Lou Custer

2. I am a natural citizen of the United States

2. State whether a natural or a naturalized citizen.

3. My legal residence is in the City of University City  
County of Saint Louis State of Missouri

4. My address in The Institute records will be

4. State whether residence or office address.

Number Street  
7440 University Drive

City State  
University City 5, Missouri

5. I am engaged in the profession of architecture as an architectural draughtsman

5. State whether as a practicing architect, a teacher, a public official, etc.

6. I desire to be a member of the Saint Louis Chapter.

7. I declare that I will comply with the By-laws and the Principles of Professional Practice of The American Institute of Architects, and the Rules and Regulations supplementary thereto, and that I understand the duties, responsibilities, and obligations of a member of The Institute.

8. I have filed the duplicate of this application with the secretary of the Chapter above named. I am not indebted to The Institute or to any of its component organizations.

9. I enclose my check for \$10.00, for admission fee and the first year's annual dues. It is my understanding that if I am not admitted to membership \$5.00 will be returned to me, and \$5.00 retained by The Institute as an examination fee.

Date June first 1951 .

*Betty Lou Custer*  
Applicant sign full name in ink



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STATISTICS

10. Date of birth February 5, 1922 Place of birth Saint Louis, Missouri

11.(a) I am registered or licensed to practice architecture in the following-named states:  
Missouri (registration granted Feb. 15, 1949)

(b) I passed the State Board Examination in the following-named states:

(c) I hold Certificate No.....of the National Council of Architectural Registration Boards,  
for having passed their Standard Examination.

EDUCATION

12.(a) I attended high schools, private schools, colleges, universities, as follows:

| <i>Name of School, College University</i>       | <i>Location</i>       | <i>No. of Years</i> | <i>Year of Graduation</i> | <i>Degree</i>            |
|---|-----------------------|---------------------|---------------------------|--------------------------|
| Mary Institute                                  | Ledue, Missouri       | 10                  | 1939                      |                          |
| Pine Manor Jr.College                           | Wellesley, Mass.      | 2                   | 1941                      |                          |
| Washington University<br>School of Architecture | Saint Louis, Missouri | 3                   | 1944                      | Bachelor of Architecture |

(b) I have held the following-named scholarships and have traveled in the following-named countries:

PROFESSIONAL TRAINING

13. I list below, in chronological order, the periods of my training as draftsman, the names and addresses of my principal employers, and my classification as draftsman while employed by each:

|                                |   |   |
|--------------------------------|---|---|
| Aug.25, 1944 to<br>Dec.30,1949 | Neal J. Campbell<br>Consulting Engineer<br>911 Locust St.<br>St.Louis1, Mo. | Junior Draughtsman to<br>Architectural Designer |
| Jan. 3, 1950 to<br>present     | Harris Armstrong<br>Architect<br>#3 Sappington Spur<br>Kirkwood 22, Mo.     | Architectural Draughtsman                       |

PROFESSIONAL PRACTICE

14. I list below, in chronological order, the periods during which and the states in which I have practiced architecture as an individual or as a member of a firm or corporation or as a public official or have taught architecture or the arts and sciences allied therewith. (State names of firms or corporations or public office and of schools or colleges).

BUSINESS AFFILIATIONS

15. I list below other business in which I participate or own an interest, and the extent of such participation or interest.

PRESENT OR PREVIOUS MEMBERSHIPS IN ARCHITECTURAL ORGANIZATIONS

- 16. Member of Institute from \_\_\_\_\_ to \_\_\_\_\_
- 17. Junior of Institute from \_\_\_\_\_ to \_\_\_\_\_
- 18. Associate of \_\_\_\_\_ Chapter from \_\_\_\_\_ to \_\_\_\_\_
- 19. Junior Associate of Saint Louis Chapter from 1945 to present
- 20. Student Associate of \_\_\_\_\_ Chapter from \_\_\_\_\_ to \_\_\_\_\_
- 21. Member of State Organization in Missouri from 1949 to 1950  
 Association of Women in Architecture 1943 to present  
 (National President 1950-1952)

ENDORSEMENT BY PROPOSERS

(The two proposers must be corporate members of The Institute in good standing.)

I, the undersigned, do hereby certify that I have read the statements made hereinabove by the applicant and believe them to be correct I vouch for his honorable standing in this community and in his profession, and I believe he is fully qualified for membership and I propose him therefor.

I have known the applicant for \_\_\_\_\_ years. I have known the applicant for \_\_\_\_\_ years.

Signed *Harris Armstrong*  
Proposer  
3 Sappington Spur  
Address  
Kirkwood 22 Mo.  
*Harris Armstrong*

Signed *Joseph D. Murphy*  
Proposer  
7901 Stanford  
Address  
University City, Mo.  
*Joseph D. Murphy*

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SEP 17 AM 10:31

THE AMERICAN INSTITUTE OF ARCHITECTS  
THE OCTAGON, WASHINGTON, D. C.  
Office of The Secretary

RECORD OF REGISTRATION  
OF  
Betty Lou Custer, University City, Missouri  
(Name of Applicant)

SECRETARY,  
BOARD OF ARCHITECTURAL EXAMINERS,  
Jefferson City, Missouri  
Address

Dear Sir:

The above named applicant for membership in The American Institute of Architects is an architect practicing in your state.

To qualify for such membership, an applicant, if resident in a state having registration or licensing laws for architects, must be registered or licensed by the state to practice architecture therein.

Will you please answer the following questions relating to the applicant's registration, to assist The Institute in determining his eligibility for membership? A duplicate of the form is enclosed for your files.

Date September 5 1951

*Carroll D. ...*  
Secretary

1. Is the applicant registered or licensed to practice architecture in your state? Yes
2. Was his registration or licensing by examination? no or by exemption? no under 327.030(1) of Mo. law
3. What was the scope of the examination? ---
4. What was the period of the examination? --- days. Written examination --- hours; Oral examination --- hours.
5. When examined, did applicant have a certificate from the National Council of Architectural Registration Boards? --- If so, give Certificate No. ---
6. Date of first registration February 15 1949. Registration No. A-740. Is it current? Yes

*Clemmie V. Wall*  
(Signature of Secretary of Board)

Date September 12 1951 Missouri State Board of Registration for Architects and Professional Engineers  
(Name of Board)

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M I S S O U R I

STATE BOARD OF REGISTRATION  
FOR  
ARCHITECTS AND PROFESSIONAL ENGINEERS  
Box 184  
Jefferson City, Missouri  
September 12, 1951

The American Institute of Architects  
The Octagon, 1741 New York Ave., N.W.  
Washington 6, D.C.

Gentlemen:

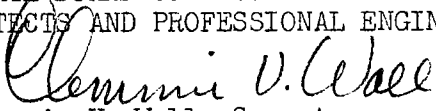
Attached hereto is an abstract of the record of  
**Miss Betty Lou Custer, A-740**  
as shown by the records and files of this Board.

The information contained in the attached abstract,  
if required in certificate form under official seal  
of the Board, will be furnished at the request of  
the registrant and at his expense. The fee is \$1.50.

Yours very truly

STATE BOARD OF REGISTRATION FOR  
ARCHITECTS AND PROFESSIONAL ENGINEERS

BY

  
Clemmie V. Wall, Secretary

M I S S O U R I

STATE BOARD OF REGISTRATION  
FOR  
ARCHITECTS AND PROFESSIONAL ENGINEERS  
Box 184  
Jefferson City, Missouri

ABSTRACT OF RECORD OF REGISTRATION AND STANDING OF:

Name: BETTY LOU CUSTER

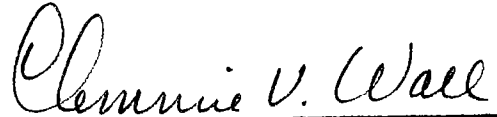
A-740

Address: 7440 University Dr., University City, Missouri

1. Application filed November 16, 1946
2. Registration granted February 15, 1949 under Section 11  
now 327.030(1)  
paragraph (a) / of the registration law.
3. Registration advanced ----- from Section ---  
paragraph -- to Section 11, paragraph -- on -----  
examination.
4. Registration in full force and effect as of this date.

Enclosed is a copy of the provisions of the Missouri registration law prescribing qualifications for registration. See checked paragraph.

Dated at the office of the Board in Jefferson City, Missouri, this  
12th day of September 1951 ..



Secretary of the State Board of  
Registration for Architects and  
Professional Engineers

M I S S O U R I  
STATE BOARD OF REGISTRATION FOR  
ARCHITECTS AND PROFESSIONAL ENGINEERS  
Box 184  
Jefferson City, Missouri

Qualifications for registration as set forth in the Missouri law authorizing and providing for the registration of architects and professional engineers, Revised Statutes of Missouri 1949, chapter 327, pages 2574-2583:

327.030. No person shall be eligible for registration as an architect or professional engineer unless upon satisfactory evidence being submitted to the respective division of the board to which application is made for registration that he be at least twenty-one years of age and of good moral character. In addition he shall furnish requisite evidence of:

✓(1) Graduation from an approved course in architecture or professional engineering in a fully accredited school or college approved by the board as of satisfactory standing; and a specific record of an additional four years or more of active experience in architectural or professional engineering work of a character satisfactory to the division to which such application for registration is made; or

(2) In lieu of the requirements contained in subdivision (1) of this section, an applicant may qualify by showing that he has a specific record of eight years or more of active experience in architectural or professional engineering work of a character satisfactory to the respective division of the board to which such application is directed and by successfully passing a written or oral examination in the applicant's particular field.

Pamphlet copies of the registration law, including Constitutional provisions and other statutory provisions applicable to all administrative agencies of the state have been mailed to the public libraries of the following named cities: St. Louis, Kansas City, St. Joseph, Joplin, Jefferson City, Hannibal, Cape Girardeau, Springfield, Sedalia, Columbia, and Rolla.

You will also find laws pertaining to the registration of architects and professional engineers in Revised Statutes of Missouri, 1949, Chapter 327, pages 2574-2583, copies of which may be found in the office of the Clerk of the Circuit Court and the Clerk of the County Court of your county.

Note: Section numbers 327.030(1) and 327.030(2) supplant former section numbers 11(a) and 11(b) of the registration law, as originally passed, and found in Laws of Missouri 1941, pages 655 to 669, inclusive.



Betty Lou Custer-Architect - 7440 University Drive - University City 5, Missouri

Mr. Clair W. Ditchy, Secretary  
The American Institute of Architects  
1741 New York Avenue, N.W.  
Washington 6, D.C.

Re: Betty Lou Custer's  
Application for  
Membership

Dear Mr. Ditchy,

In response to your letter of September 5, 1951  
I am enclosing my check for \$5.00, which is the  
additional payment required for the first year's  
dues.

Yours very truly,

*Betty Lou Custer.*

Betty Lou Custer



September 8, 1951

November 15, 1951

Dear *Madam*  
Sir:

I am pleased to inform you that your application for membership in The Institute was acted on favorably by The Board of Directors and that you were admitted to corporate membership in The Institute and assigned as indicated below.

You will be a member of the listed organizations, unless you later transfer therefrom, until your membership in The Institute terminates.

Your certificate of membership, duly executed by the Officers of The Institute, will be sent in due course.

The Board of Directors welcomes you to membership in The Institute, and my office is at your service to the extent of its powers.

The policies of The Institute are developed largely from activities within the chapters and State organizations. By taking an active part in their affairs, you will contribute to the advancement of the objects of The Institute and will increase the benefits to be derived from Institute membership.

I bespeak your active cooperation.

Sincerely yours,

Betty Lou Custer, A.I.A.  
7440 University Drive  
University City 5, Missouri

Secretary

ASSIGNMENT St. Louis Chapter, A.I.A.

~~Missouri~~ Association of Architects, A.I.A.  
State Organization:

† November 15, 1951

Effective Date

CWD/fhg

Enclosures:

No. NF 1107

Received Oct. 1 1964

Voted On April 5 1965

Voted On April 1966

Voted On March 1967

NOT Granted 11 1911

No. M 1107



THE AMERICAN INSTITUTE OF ARCHITECTS  
JURY OF FELLOWS

NOMINATION FOR FELLOWSHIP

CASE RECORD

1. Name of Nominee Betty Lou Custer Date of Nomination September 29 19 64
2. Address of Nominee 7440 University Drive, St. Louis, Missouri
3. Nominee's firm Betty Lou Custer, AIA, Architect
4. Nominee's principal place of business same
5. Nominee's Chapter Saint Louis Chapter, AIA
6. Nominee's State Organization \_\_\_\_\_
7. Nominee admitted to Institute November 15, 1951
8. Nominee has been in good standing in Institute from 11/1951 to January 1 19 65
9. Nominee's age 44 Birthplace Saint Louis, Missouri  
/St. Louis Chapter Executive Committee
10. Nominators:  (1) John D. Sweeney  
 (2) George E. Kassabaum  
 (3) Angelo G. Corrubia  
 (4) Nolan L. Stinson, Jr.  
 (5) Charles E. King  
 (6) Donald L. Freeman  
 (7) William B. Lane
11. Achievement SERVICE TO THE PROFESSION

CONFIDENTIAL



THE AMERICAN INSTITUTE OF ARCHITECTS

NOMINATION FOR FELLOWSHIP BY CHAPTER

THE JURY OF FELLOWS, A.I.A. The Octagon, 1735 New York Avenue, N. W. Washington 6, D. C.

Date September 29, 19 64

The Executive Committee of this Chapter, at a duly called meeting on August 31, 19 64... nominated\* Miss Betty Lou Custer member of this Chapter, for fellowship in The Institute.

"Whereas, this Executive Committee believes\* Miss Betty Lou Custer a member of this Chapter, has made so notable a contribution to the advancement of the profession because of his achievement in\*\* Service to the Institute that he is worthy of fellowship in The Institute; and

"Whereas, said member has been in good standing in this Chapter for† 13 years years prior to this date; therefore be it

"Resolved, That‡‡ Saint Louis Chapter, The American Institute of Architects, does hereby nominate\*

MISS BETTY LOU CUSTER

for fellowship in The Institute, and the President and the Secretary be and hereby are authorized and directed to prepare the nomination papers and forward them to The Jury of Fellows of The Institute and to do all things proper to forward said nomination."

John D. Sweeney (Signature)

George E. Kassabaum, Angelo G. Cofubia, Nolan L. Stinson Jr., Charles E. King, Donald L. Freeman, William B. Lane Secretary (Signatures)

THE NOMINATORS SHOULD SEE THAT LETTERS OR DATA ARE SENT TO THE JURY OF FELLOWS IN SUPPORT OF THIS NOMINATION. ALL SUCH COMMUNICATIONS SHALL BE PRIVILEGED AND NO COPIES SHOULD BE GIVEN TO OTHERS.

OCT 1 1964

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BIOGRAPHICAL STATISTICS

1. Nominee's full name (Miss) Betty Lou Custer

2. Strike out in-  
appropriate word  
and write in name  
of Co.

2. Nominee is a natural naturalized citizen of the United States of America

3. Nominee's legal residence 7440 University Drive, St. Louis, Missouri 63130

4. Nominee's firm name Betty Lou Custer, A.I.A. - Architect

Nominee's principal place of business, address 7440 University Dr., St. Louis, Mo. 63130

6. Type in "N.C.  
A. R. B." or  
name of State  
Board, as case  
may be.

6. Nominee is registered or licensed to practice architecture by the Missouri State Board of Registration for Architects and Engineers since February 14, 1949 license no. A-740

7. Strike out in-  
appropriate  
words.

7. Nominee is engaged in practice of architecture as a practicing architect—~~teacher in architecture—  
teacher in science of construction/public official/retired~~

8. Type in date  
of birth and city  
and Country.

8. Born February 5, 1922 Place of birth St. Louis, Missouri U.S.A.

9. Nominee's schools, colleges and universities:

|  | Location   | No. of<br>Years | Year of<br>Graduation | Degree                   |
|--|--|-----------------|-----------------------|--------------------------|
| <i>High School</i>   |  |                 |                       |                          |
| <i>Private School</i>  | Wilson School St. Louis, Mo.                                 | pre-K —2nd      | 1929                  | Diploma                  |
|  | Mary Institute St. Louis, Mo.                                | 3rd -12th       | 1939                  | Diploma                  |
| <i>College or University</i>   |  |                 |                       |                          |
|  | Pine Manor Junior College Wellesley, Mass.                   | 2               | 1941                  | Certificate with honor   |
| <i>College or University</i>   |  |                 |                       |                          |
|  | School of Architecture, Washington University St. Louis, Mo. | 3               | 1944                  | Bachelor of Architecture |
| <i>Post Graduate at</i>  |  |                 |                       |                          |
|  | St. Louis, Mo.   |                 |                       |                          |
| Took several engineering courses after 1944, but not for advanced degree |  |                 |                       |                          |
| <i>Scholarships held</i>   |  |                 |                       |                          |
| none, however received Sophomore honors at W.U. in 1942                  |  |                 |                       |                          |

10. Type in im-  
portant experi-  
ences during em-  
ployment or ad-  
ditional statistics  
of importance in  
nominee's record.

10. Other data concerning nominee's record.

Employment and positions held: (please see attached page for details)

Neal J. Campbell, consulting engineer, St. Louis, Mo. 8-25-44 to 1-1-50

Harris Armstrong, F.A.I.A. Kirkwood, Mo. 1-1-50 to 3-1-52

St. Louis County Planning Commission, Clayton, Mo. 3-1-52 to 5-1-54

Betty Lou Custer, A.I.A.—Architect, St. Louis, Mo. 5-1-54 to present

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Item 10

Other data concerning nominee's record: details -

Neal J. Campbell, consulting engineer 911 Locust St., St. Louis 1, Mo.  
August 25, 1944 to January 1, 1950: draftsman to designer.

Under Mr. Campbell's employment and supervision, I was trained for architectural registration and had the opportunity of working on all types and sizes of buildings (except hospitals) and serving in every capacity on his staff from initial client conferences to supervising construction. Because the St. Louis Chapter, AIA required that I be in the employment of an architect (even though I was serving in an architectural capacity) in order to be advanced from Junior Associate membership, I left Mr. Campbell's employment.

Harris Armstrong, F.A.I.A., 180 S. Sappington Road, Kirkwood 22, Mo.  
January 1, 1950 to March 1, 1952: draftsman.

During these years I worked mostly on residences and gained valuable experience and training on Mr. Armstrong's staff.

St. Louis County Planning Commission, St. Louis County Court House, Clayton 5, Mo.  
March 1, 1952 to May 1, 1954: Staff architect.

During these two years I prepared studies on housing, community development, land use and zoning. In addition I was in charge of public relations, designed several exhibits and did an extensive amount of research and wrote about a dozen booklets and reports, some of which were published and widely distributed to promote interest and development in St. Louis County. Some of the subjects included were: Housing Facilities in the Jefferson Barracks Area of St. Louis County, Fire Protection in St. Louis County, St. Louis County Owned Buildings and Property with suggestions for their future development, and the research for the 1954 County Bond Issue. During this time I worked closely with Mr. Joseph D. Murphy, F.A.I.A. who was serving as chairman of the Planning Commission.

Betty Lou Custer, A.I.A. - Architect 7440 University Dr., St. Louis 30, Mo.

Since May 1, 1954 I have been in my own architectural practice, working from a remodeled studio at my parent's home, which I feel is ideal for a young woman who is also active in work for several organizations.

I specialize in residential architecture including new construction, remodeling, and interior design if it is coupled with the architectural work I have done for a client. Because of family friends I have done about one non-residential job each year since I have been in practice. During the past ten years all of my work has been of a remodeling nature, because I have as yet to be engaged by a potential client to design a complete new home, who is willing to pay my 12% fee. I am accustomed to taking full responsibility so that my clients may be out of town during construction, which is often the case. I find it is a real challenge and rewarding experience to remodel older homes so that they satisfy the present needs of the occupants.

OCT 1 1964

Item 10 Other data concerning nominee's record: details - (continued)

Service to organizations other than St. Louis Chapter, A.I.A.

Association of Women in Architecture: founded January 28, 1922. Membership 1150

Joined 1944

St. Louis Professional Chapter: Secretary-Treasurer 1956-1958,  
President 1960-1961, 1963-1965

National President: 1950-1952

National Historian: 1952-1962

Chairman of Survey and Information Center since 1962 (organization reorganized  
in 1962 and Historian now serving as this chairman)

Chairman of Members-at-Large 1952-1962.

Receive requests about women architects from many interesting sources, including  
Europe—keep about 20 sources informed about how many women architects  
there are in U.S., and other such data).

Editor of National Directory 1956, 1958 and 1960 .

In an attempt to encourage and promote women in architectural field have written  
several articles about women's place in the profession including: "Why Architecture?"  
Vol. 1 "From Mary To You" 1950 - Mary Institute Alumnae Magazine;  
have been responsible for newspaper feature articles on three other  
women architects or designers in the St. Louis area—similar to the  
one on B.L.C. attached; and am preparing a biographical directory on  
Women Architects of the United States—all these items as a woman  
architect, not as an Assoc. Women in Architecture responsibility.

Mary Institute Alumnae Association:

Joined 1939, elected to life membership 1960.

Secretary 1949-1950 and 1950-1951

Treasurer 1954-1955 and 1955-1956

Vice-President 1956-1957

President 1957-1958

Membership chairman since 1959

Chairman of the 25th Reunion for the Class of 1939: June 1964

Pine Manor Junior College Alumnae Association:

Joined 1941, life member since 1944.

Member of the Alumnae Council 1956-1960

Women's Advertising Club of St. Louis:

Joined 1954.

Member of the Board of Directors 1958-1959 and 1959-1960

Press Chairman 1958-1959

Ways and Means Chairman 1959-1960

Chairman of Auction party for the Public 1960

Women's Architectural League, auxiliary to the St. Louis Chapter, A.I.A.

Charter member 1960.

Member of the Board of Directors 1960-1965.

Vice-President 1961-1962

Program Chairman 1961-1962

Publicity Chairman 1961-1965.

Liaison to St. Louis Chapter, A.I.A. 1960-1965.

Also a member of:

Alpha Alpha Gamma, fraternity for women in architectural schools

Pi Beta Phi

continued:

OCT 1 1964

Item 10 Other data concerning nominee's record: details - (continued)

Also a member of (continued):

- Advertising Federation of America
- Art Collectors of Mary Institute
- Florissant Valley Historical Association
- Friends of Campbell House
- Friends of Missouri Botanical Gardens
- Friends of St. Louis City Art Museum
- Friends of Museum of Science and Natural History
- Friends of the St. Louis Zoo Association
- Historical Association of Greater St. Louis
- Landmarks Association of Greater St. Louis (charter member and guarantor of restoration of the DeMeniel mansion)
- Missouri Association of Registered Architects (charter member)
- Missouri Historical Society of St. Louis and the Auxiliary
- National Association of Registered Architects (incorporated Oct. 1, 1953, only record of dues billing and payment 3-1-55)
- National Geographical Society
- National Trust for Historic Preservation
- State Historical Society of Missouri
- The Society of Architectural Historians
- The Women's Association of Second Presbyterian Church (auditor 1957-1958, social service chrm. 1958-1959)
- The Women's Exchange of St. Louis (associate member)
- Humane Society of Missouri

Note: although time prevents me from taking active responsibility in any of the above, I believe it is important as a representative of the architectural profession, finances permitting, to at least contribute annually through membership in organizations such as the above.

Public Service: (listed here as I do not feel it falls under the classification requirements on page 7)

St. Louis County Planning Commission's representative to the Citizen's Council on Housing 1952-1954.  
Metropolitan Planning Conferences of 1953 and 1954  
and speaker ~~on~~ the League of Women Voters Panel "Your Family and Your City" 1953.

Mary Institute Board of Directors 1957-1960, secretary ~~of~~ the Board 1958-1960  
Mary Institute Centennial Committee 1958-1959  
Mary Institute Building Committee 1957-1960.  
Member of the Mary Institute Steering Committee for the Development Fund when \$1,000,000 was raised in three months to the day, for expansion of the school's facilities. Kenneth E. Wischmeyer, F.A.I.A. was architect for the additions to the school 1957-1960.

Listed in:

- American Architects' Directory: first edition 1956 page 121  
Second edition 1962 page 149
- Who's Who of American Women: first edition 1959 page 299  
second edition 1961 page 235  
third edition 1963 page 238  
fourth edition 1965 forthcoming
- Who's Who in the Midwest: seventh edition 1960 page 204  
eighth edition 1962 page 205  
ninth edition 1964 forthcoming
- Who's What and Why in Missouri: first edition 1959 page 107



Nominators should read "Principles Underlying the Bestowal of Fellowships", Institute Document No. H-501 before completing this nomination. Additional sheets may be inserted to supplement any page, 3 to 7, inclusive. Use typewriting only.

NOMINEE'S ACHIEVEMENT IN ARCHITECTURAL DESIGN

1. Works

| <i>Type</i><br>(a) Commercial<br>(b) Monumental<br>(c) Domestic<br>(d) Special | <i>Identification<br/>           of Work</i> | <i>Location<br/>           of Work</i><br><br>(City) | (State) | <i>Completed<br/>           Construction<br/>           Work</i><br><br>(Year) | <i>Photographs<br/>           Submitted</i> |
|--|--|--|---------|--|---|
|--|--|--|---------|--|---|

Under column headed "Type" type in (a), (b), (c), or (d), as the case may be.

Please see attached two sheets.

Type in last column to right the number submitted in each case.

2. Describe nominee's notable work in design, to bring out the particular achievements the nominators believe have notably contributed to the advancement of the profession.

I do not consider myself outstanding in design, but have tried to contribute to the advancement of the profession by undertaking work which I am capable of and sincerely interested in doing; and by undertaking work only when I can do a complete job including supervision of construction; and at a fee adequate for the time and experience necessary to do a superior commission regardless of size. I have refused at least five times as many jobs as I have done in the past ten years, because I will not deviate from my standards.

OCT 1 1964

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## Nominee's Achievement in Architectural Design.

1. Works: My jobs have varied in size from complete remodeling of a 100-year old farmhouse in Imperial, Mo. to making a first floor powder room out of the space occupied by a bank of five closets in a St. Louis home. Regrettably I have never taken the time to photographically record my completed work, thus the exhibit presented with this nomination is comprised of enlarged snapshots, with the exception of the Wielandy Kitchen photographed by Hedrich-Blessing for publication in "Better Homes & Gardens Kitchen Ideas for 1957" and the Women's Advertising Club Headquarters taken by Harry Kauffman of ABC Photographers for their "Admission".

1. (c) domestic John T. Fouke Residence 1 Fordyce Lane, Ladue, Mo. 2 1954

The entire two story servants' quarters wing of this residence burned to the ground. On the existing foundations we built a one story family room which included built-in aquarium, TV, hi-fi, study and storage areas in addition to the usual family room facilities. This room was on several house tours before the Foukes moved to Greenville, S. Car two years ago.

2. (c) domestic Paul R. Wielandy Residence 7440 University Dr., St. Louis, Mo. 2 1953

This kitchen was a major remodeling job and involved removing a main bearing wall and revamping hot water heating pipes to first and second floors to combine former kitchen, breakfast room and butler's pantry into a functional "joy to work in" kitchen. New ideas at the time of its design were the peninsula range top and file boxes mounted under the planning counter for recipes.

3. (c) domestic Oscar Norling Residence 425 N. Hanley Rd., Clayton, Mo. 2 1955

This house built in 1913 had been the victim of "do it yourselfers" when the present owners acquired it. Work included new entrance with adjacent planting beds, built-in storage wall and book/magazine storage/display in the entrance, changing the location of the stairs to the second floor and the basement, remodeling the fireplace and kitchen, all on the first floor, and remodeling of son's room, guest room and study on the second floor.

4. (d) special Twin Oaks Duck Club, St. Charles County, Mo. perhaps 2 1958

An early 1900's farm house was remodeled to include separate first floor quarters for each of the five owners, lounge type living room and separate dining-card room, which included an unusual built-in bar and two pass-thrus to the living room.

5. (d) special Women's Advertising Club Headquarters Chase Hotel, St. Louis 2 1959

Requirements for this job included providing space for board meetings, entertaining small informal groups and storage of an unsurmountable amount of club record books, etc. To give a feeling of spaciousness the walls, draperies and upholstery were in soft willow-green. The mammoth folding screen was designed for a ~~two~~-fold purpose: to provide hanging space for the many club's achievement plaques and to screen the built-in filing cabinets and storage shelves. This remodeling and decorating was done with a very limited budget using the club's battered furniture and labor provided by the hotel.

6. (c) domestic Joseph G. Petersen Residence 20 Portland Place, St. Louis, Mo. 2 1960

This gracious mansion was designed by the late Louis IeBeaume in 1927 for the son of David R. Francis. Work done in 1960 to satisfy the needs of the present owners: complete remodeling of second floor servant's wing into an apartment for the son, remodeling of sewing room and service room on second floor into a bath and dressing-lounge room for the wife, making a powder

OCT 1 1964

## Nominee's Achievement in Architectural Design (continued)

## 6. (c) continued:

room and lavatory out of a long narrow first floor hallway, and supervising redecoration (excluding furniture) of the entire first and second floors. Fortunately the original hand-made French wallpaper in the entrance and stair hall was in satisfactory condition and could be repaired.

7. (d) special: Library Reading Room (second floor east wing) Jefferson Memorial Building for the Missouri Historical Society St. Louis, Mo. 2 1962

Quoted from Mo. Historical Bulletin July 1962: "... The Reading Room on the second floor of the east wing has been completely transformed in the recent remodeling designed by Miss Betty Lou Custer. Formerly the walls were lined with a miscellany of unmatched cases, and no provisions were made for modern equipment and library practices. Now the beautiful walnut double bookcases from the 1872 library of Maryville College have been skillfully adjusted so as to panel the entire room, and give it unity and dignity. The walls have been painted a soft green, and the windows have been shuttered to match. Wall shelves have been built in at either end of the room, to give working space for routine library chores, and for using dictionaries and other large reference books. One of the wall cases at the east end of the room has been converted into a special magazine rack for the display of current historical journals and similar publications of interest to scholars. The original brass chandeliers and wall brackets, designed by Isaac Taylor, architect of the building, have been refinished and lacquered to prevent tarnish. An oriental rug provided by a generous benefactor adds a touch of luxury, and cuts down on noise. The offices at either end of the reading room, used by our librarian and reference librarian, have been painted the same willow green as the reading room and have been equipped with matching shutters, and built in shelves. For greater security, a new entrance hall has been constructed near the entrance hall leading to the reading room and stacks." ... "It is hoped that in the future funds will be made available for suitable tables and chairs to complete the renovation of the room."

I might add that the walnut cases of 1872 although they appeared identical in size and detail - varied in both height and depth from fractions to several inches -- there were no two identically alike and only because of a superb team of carpenter craftsmen (who were later honored by the St. Louis Chapter, AIA) was this job able to be completed as the architect desired.

8. (d) special Architect's own Studio at 7440 University Dr., St. Louis, Mo. 2 1964

This former basement playroom, then rathskeller was stripped in 1954 to provide a studio-work area for B.L.C. August 1964 the walls of bookshelves were built. This is an example of a light comfortable (cool in summer and warm in winter) work room with every necessary convenience obtained for a nominal cost with a minimum of maintenance.

TUESDAY, NOVEMBER 21, 1961

## WOMAN ARCHITECT

# She follows a basic feminine instinct

By LUCINDA BENZEL  
Globe-Democrat Staff Writer

Have you ever met a woman who didn't want to rearrange the floor plan of her house?

The urge to knock out a few kitchen walls or convert an unused closet into a picturesque powder room seems to be a universal feminine instinct.

But have you ever met a woman who can do these things, plus rechannel the heating pipes, the water pipes and the electric wiring?

Betty Lou Custer does all that—and more.

The lone feminine corporate member of the St. Louis Chapter, American Institute of Architects, has a list of creative accomplishments ranging from redoing a single room to designing and supervising new construction.

### HISTORIC VALUES

"Most of my work has been remodeling," the diminutive architect said last week while displaying her well-equipped studio in the basement of her home at 7440 University drive.

"Though most people my age are doing contemporary work, my taste leans toward the traditional. It's very challenging to re-do an old house, trying to preserve its historic value, working with what's already there. I like to bring old homes up to today's living with the latest materials and ideas."

In 1954 when she was serving as staff architect with the County Planning Commission, Betty Lou had a cluster of jobs come her way all at once and decided it was time to start her own practice. May Day, 1954, she set up her own studio.

### LIVES AT HOME

Originally planning to find a quaint, artistic setting for her work-space, she reconsidered the added over-head expense of driving home late at night and decided instead to brighten up a corner room in her parents' basement.

"I've never been an eight to five worker," the brown-haired designer explained. "When I get involved in a drawing, it becomes a very real thing for me and I like to work it through."



**YOUNG ARCHITECT** Betty Lou Custer works in her comfortable basement studio at the home of her parents, Mr. and Mrs. Paul R. Wielandy. Now on her drafting table are drawings of the east wing of Jefferson Memorial, which she is remodeling for the Missouri Historical Society.

—Globe-Democrat Photo

ness for her drafting table is shared by the family's two cats, who seem fascinated by the large sheets of white paper. The only way Betty Lou can get them off her drawings is to provide them with a sheet of their own on which to snooze.

"I always design a room according to its reason for being," she commented, "and I never like to waste space."

The kitchen of her parents' home illustrates the conciseness of Betty Lou's designing.

### REMODELED KITCHEN

The walk-around stove is accessible from three sides and underneath are double cabinets for storing pots and pans.

Built-in wall ovens have additional cabinets overhead

and baking dishes are kept. Along the walls are shallow pantry cupboards and in a corner nook is a single-shelf desk with dual recipe files attached directly underneath.

Now in her eighth year of private practice, Betty Lou keeps a ladylike record of her work on a trio of gold charm bracelets where she has a memento of each job.

Though most of her work has been in private homes in Ladue and the west section of the St. Louis area, the energetic young woman seems to come up with one non-residential job each year.

### CLIENTS' MONEY

Currently covering her drafting table are drawings of the

rial which she is remodeling for the Missouri Historical Society

Regardless of the project, she feels there are two thoughts any architect must keep in mind—he is using his client's money, and the client is the one who will live with whatever he designs.

From the time of her graduation from Washington University School of Architecture until she received her professional registration, Betty Lo served an apprenticeship with the small firm of a consulting engineer.

Her exposure to varied practical experience stands her in good stead today, for she handles all aspects of her own practice, including the supervision of construction.

### NO MONOTONY

"Every job that comes along is different," she said happily "so there is never any monotony. But the more experience you can get during your training, the better off you will be in your practice."

She believes strongly that people get just what they pay for when engaging an architect and readily admits, "I get a high fee, there's no question about that! But I never charge for talking," she said agreeably. "My fee begins only when I pick up a pencil. My drawings are always very detailed so a client can never say, 'if only I'd known you were going to do that.'"

### ONLY ONE IN STATE

Though there are about 15,000 members of the American Institute of Architects, only 129 of them are women. The only woman member in the State of Missouri is Betty Lou Custer.

Nevertheless she maintains that her profession is not unusual but "a fascinating and natural one for women, whether as a vocation or avocation."

"I don't believe we are competing with men in the field of architecture," she said with a ready smile. "But I do feel I have a slight edge, at least in the field of residential design."

"When men come home at night, the house is usually in order. But women have been using it all day. We see a house

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OCT 1 1964

## NOMINEE'S ACHIEVEMENT IN SCIENCE OF CONSTRUCTION

### 1. CONSTRUCTION WORK

| <i>Type of Work<br/>Constructed</i> | <i>Identification<br/>of Work</i> | <i>Location<br/>of Work</i> | <i>Completed<br/>Construction<br/>Work<br/>(Year)</i> | <i>Photographs,<br/>Drawings, or<br/>Sketches<br/>Submitted</i> |
|-------------------------------------|-----------------------------------|-----------------------------|---|---|
|-------------------------------------|-----------------------------------|-----------------------------|---|---|

Type in last  
column to right  
the number sub-  
mitted in each  
case.

### 2. BOOKS, TREATISES, OR ARTICLES WRITTEN

| <i>Subject Title</i> | <i>Where Published</i> | <i>Date Published</i> |
|----------------------|------------------------|-----------------------|
|----------------------|------------------------|-----------------------|

3. Describe nominee's notable work in the science of construction and any recognition thereof by other societies, to bring out the particular achievements the nominators believe have notably contributed to the advancement of the profession.

## NOMINEE'S ACHIEVEMENT IN EDUCATION AND LITERATURE

### 1. EDUCATION WORK

(List the degrees and the educational positions held by the nominee, and bring out clearly the nominee's signal work and its particular force and influence which the nominators believe to be a notable contribution to the advancement of the profession, and state evidences of recognition of such work by pupils, the profession, other societies, or the public.)

### 2. LITERARY WORK

(List the original written works of the nominee and state clearly the particular force and influence of that work which the nominators believe to be a notable contribution to the advancement of the profession, and state evidences of recognition of such work by other societies, the profession, educational institutions or the public.)

*Book, Treatise  
or Article*

*Subject*

*Name of Book or Periodical  
Containing Work*

*Year Work  
Published*

OCT 1 1964

## NOMINEE'S ACHIEVEMENTS IN SERVICE TO THE INSTITUTE

1. State fully the nominee's signal service to The Institute, his chapter, or his state organization, or to the profession, which the nominators believe has notably contributed to the advancement of the profession, and list the offices in architectural organizations occupied by the nominee and the period of each.

St. Louis Chapter, A.I.A. (please see attached pages for details)

The Nominee was accepted to the St. Louis Chapter, A.I.A. as a Junior Associate member March 20, 1945 and was advanced to Corporate membership November 15, 1951. (The nominee has never missed a chapter meeting since acceptance as a Junior member in 1945 - almost 20 years).

The nominee has served on the following committees:

|                        |   |
|------------------------|---|
| Architects' Week       | 1959, 1960, 1961                              |
| Auditing               | 3 years                                       |
| County Housing         | chairman 1954                                 |
| Historic Buildings     | 2 years                                       |
| House Tours for public | co-chairman 1959 and 1960; chairman 1961      |
| Membership             | chairman 1952 and from 1961 to present        |
| National Convention    | since 1959 for the 1964 convention.           |
| Nominating (elected)   | 1963  |
| Publications           | since 1959                                    |
| Regional Conference    | 1961 member of the steering committee         |
| Scholarship Fund       | 1961-1965 (one of the members responsible for |
| Women's Activities     | Chairman 1959 and 1960 establishing fund)     |

## Professional Award:

On December 17, 1963 the nominee was presented a certificate of special recognition as follows:

"The St. Louis Chapter of the American Institute of Architects presents this Certificate of Award to Miss Betty Lou Custer for outstanding accomplishment as chairman of the Membership Committee from July 1, 1961 to December 31, 1963."

This was the first such award presented by the St. Louis Chapter.

NOMINEE'S ACHIEVEMENTS IN SERVICE TO THE INSTITUTE:

- Architects' Week: 1959 Served on the main committee and was in charge of the following:
- House Tour: Co-chairman of "Architects' Homes and Offices Tour" held Sunday, May 17, 1959. Suggested that such a public tour be undertaken by the chapter, obtained the 8 homes, was responsible for the hostesses at each home, and the various details necessary to such a tour. This was the first attempt by the chapter, and was under the chairmanship of Emmett Layton, A.I.A.
- Women's Event: Chairman of the "Ladies Luncheon" held Tuesday, May 19, 1959 in the Tiara Room of the Park Plaza Hotel. Gerhardt Kramer then Chapter President addressed the 180 women present and Emily Kimball Lilly gave a book review. I handled every detail of this event except for obtaining the 37 patronesses (by Mrs. Kramer) whose donations subsidized the extra expenses of this event (guests paid only the actual price of the luncheon).
- Architects' Week: 1960 Served on the main committee and was in charge of the following:
- House Tours: Co-chairman of the "Gracious Living Tour" held Saturday, April 30, 1960 (12 town houses) (walking tour) Sunday, May 1, 1960 (16 county homes) Gerhardt Kramer, A.I.A. served as chairman of the tours. I was responsible for obtaining the homes for both days, the hostesses, prepared instruction sheets for each hostess and owner, name tags, and all the details necessary. It was felt that these tours were very well managed and of great public interest.
- Women's Event: In addition I arranged that luncheon be served thru advanced reservation at the Women's Exchange Tea Room on day of the tour of town houses, and handled all details of the luncheon (reservations, tickets, etc.)
- Architects' Week: 1961 Served on the main committee and was in charge of all the details (chairman) of the "Third Annual Tour" held Saturday, September 30, 1961 (12 county homes). I attempted to contact every architectural firm in the St. Louis Chapter so that as many firms as possible and interested could be represented on the tour. I obtained the homes, hosts and hostesses serving at each home, issued revised instructions for the hostesses and owners, managed the ticket sales (kept a running account of progress and how many tickets each member had sold or purchased), saw to it that every chapter member and his wife were invited to serve on the tour, worked in cooperation with the "Yearbook" committee in the preparation of the house tour section, arranged for the advanced newspaper publicity in the daily papers during the summer and in some local organizations' own papers, worked in cooperation with the professional Public Relations Council for the publicity just prior to actual tour, and personally supervised the last minute details at each house. In addition to making this tour open to the public, we specially invited students at the Washington University School of Architecture and the Interior Design Department of Missouri University (Columbia, Mo.), the St. Louis members of the American Institute of Designers and the P.C., Carl Martin, A.I.A. was co-chairman. I started working on the tour in January 1961.

607 1 1964

(continued)



Nominee's Achievements in Service to the Institute (continued) :

Publications:

"Et Cetera . . . "

On August 5, 1959 I was appointed a member of the Publications committee under the chairmanship of Lester O. Roth, AIA. Since the September 8, 1959 issue of the CONSTRUCTION RECORD (serving the construction industry in the Missouri-Illinois trade area within 200 miles of St. Louis - the "A.I.A. Record" section is the official publication for the St. Louis Chapter) I have written a monthly column "Et Cetera . . ." (except for July and August). My column, now in its sixth year is devoted to news about our St. Louis Chapter, A.I.A. members, the activities of the chapter and the Women's Architectural League, interspersed with ideas of my own which I consider timely. Sample columns from October 12, 1960 and March 14, 1961 are attached (not selected for any particular reason other than they are extra copies I had on file). I enjoy writing this column and will continue to do so as long as it is requested. I might add that I devote the last Sunday afternoon of each month to preparation of the column, and that English composition was my most difficult subject in school, thus I feel it is an excellent challenge to "try to improve" each month, and that for the last three years I have composed the column as I type it (once only!).

Membership:

After several discussions with John Sweeney, A.I.A. during preparation for the Central States Conference of 1961, we felt there was need for improvement in at least two items concerning Membership:

1. More hospitable recognition of new members
2. More members in the chapter

As I remember, I believe I volunteered to serve as chairman of the committee starting with the new term, July 1, 1961 and with the cooperation of the Executive Committee, the Executive Secretary Jean Schneeberger and several members on my committee have accomplished the following:

Recognition of  
New Members::

Immediately following acceptance to membership in the chapter or advancement in membership classification, I have called each one and invited him (or her) to attend the next chapter meeting. Members new to the chapter are guests of the chapter for dinner at their first meeting - this procedure since July 1, 1961 and evidently much appreciated. Also the committee meets the member as he arrives at the meeting and sees to it that he is introduced to other members and if he wishes, to be seated at the chairman's New Members Table during dinner.

This activity toward increased hospitality for new members has involved since July 1, 1961 to September 29, 1964:

|                  |     |
|------------------|-----|
| New Members      | 105 |
| Members advanced | 76  |

Following dinner the new and advanced members are introduced by the chairman to the entire membership present. Since July 1, 1961 there have been members to introduce at each meeting.

Continued:

Nominee's Achievements in Service to the Institute (continued):

Expansion of  
Membership

and

L I S T S

1. Membership List: June 1, 1961:

For B.L.C.'s convenience in preparation of the Third Annual House Tour (obtaining hosts and hostesses and promotion of ticket sales) I prepared an alphabetical list of all chapter members, including the following information: membership held in chapter, wife's name, home address and phone number and firm including address and phone number. (I phoned each person for whom I did not have this complete information and on one Sunday I made 80 calls in a period of 12 hours).

This list (first to be prepared of the chapter) was found helpful and of interest to several other members in the chapter. I revised the list January 1, 1964 and distributed copies as necessary (copy attached).

2. List of Architectural Firms:

In addition I made a list of all Architectural firms in the St. Louis Area, employing or having as principals members of the St. Louis Chapter, A.I.A. On my master work copy, I also list the names of the St. Louis Chapter members working in each firm.

3. Placement Aid Survey:

On April 23, 1962 I mailed out a questionnaire to 103 firms as a survey of the employment possibilities for Washington University Architectural School students, recent graduates and draftsmen seeking employment. Copies of the results of the survey (each firm on a separate page in a loose leaf binder for revisions) are on file in the St. Louis Chapter, A.I.A. office (original) and the library at the Washington University School of Architecture (carbon copy). The survey was revised April 1, 1963, and will again be revised by the chairman before Spring 1965. This project was warmly accepted by Dean Joseph R. Passonneau and I feel has been a tangible evidence to the students of our interest in them. It has saved time for both the firms and the students, as it shows the size of the firm and the type of work or specialization. As a by-product, the references to buildings designed by each firm, were of help to the Women's Architectural League in planning their "Today with the A.I.A." buildings tour in 1963 (sample of survey sheets attached).

4. Student Membership:

Just prior to my appointment as chairman of the membership committee, the Student Associate membership classification was reinstated in the St. Louis Chapter, A.I.A. As an additional attempt to show our interest in the students and find out first hand how we might be of help to them, I requested that a Student Associate member be appointed to my new committee as of January 1, 1964. Charles Klein 4th year student has been serving in this capacity and as far as I remember this is the first time we have had a student member on a standing committee of the chapter. Charles is doing a wonderful job and enthusiastically cooperated with my request of preparing a list of students (complete with addresses and phone numbers)

Continued:

Nominee's Achievements in Service to the Institute (continued)

Expansion of Membership and L I S T S:

(4. Student Memberships) by class of all registered in the Architectural School's 3rd, 4th, 5th, 6th and 7th year classes. We now have 9 student members in the chapter and Charles has been responsible for their good attendance at our meetings.

Once each year, through arrangement with the Dean, I have talked to the students at one of their assemblies about the A.I.A., its reasons for being, responsibilities and advantages of membership, activities, etc., - all as an invitation for them to join as Student Associate members.

5. List of Architects and Employees in the St. Louis Chapter, A.I.A. Area 10-29-63:

One of the requests by Mr. Sweeney, when he appointed me chairman of the membership committee was that we try to find out how many architects and draftsmen were in the St. Louis Chapter's area. The result of a year and a half's research is attached in a 33 page list. For every "name" is included: home and firm addresses with phone numbers, registration number in Missouri, indication whether or not eligible, whether or not interested in joining the St. Louis chapter, and date sent an application form, etc. I felt this was a fascinating bit of research and through the cooperation of those credited therein, it was a successful venture. I have kept the list up-to-date and will prepare a revised copy to include with my annual report for the present term. This information has been helpful in expanding our membership, and through the telephone calls made to obtain the required information, we feel we have promoted the A.I.A. in this area. Those listed as N.R. (non-resident) living beyond 50 miles of the St. Louis city limits but within the area, have been contacted by letter and invited to join the chapter. In June 1964 there were 122 remaining as "interested" in joining the chapter—all of these were invited by special letter written by George Kassabaum, President of the chapter, to attend the professional sessions of the 1964 Convention. B.L.C. prepared the mailing, and I understand there were quite a few who attended at least one program.

As a by-product of this survey (note the 261 individuals not eligible for chapter membership) I should like to see it put into effect that an architect be made to furnish "proof of practice" when renewing his license annually. This would eliminate allowing carpenters, real estate salesmen, materials salesmen, etc., etc., from retaining architectural registration. If ever effected, it should certainly be an "advancement in the profession" - but so far I have found only "deaf ears" for this suggestion.

I was told by Mr. John Dawson, A.I.A., when I met him at the 1964 Convention that this survey was of interest at the Octagon, which of course, was nice to hear. I do know, however, that it was helpful to me in completing our part of the National Survey now in progress under his direction.

Continued:

Nominee's Achievements in Service to the Institute (continued) :

National Convention 1964 : I was appointed to the National Convention committee in 1959, served as a member of the five member Steering Committee. I attended every meeting of this committee from the first held on May 25, 1962 through the post-convention meeting held the week following the Convention. Responsibilities assigned to me were classified as "Hospitality, Entertainment, Tours" and were as follows: (given in chronological order as possible):

1. Meeting V.I.P.'s Wednesday, June 10th. A member of the Chapter (and his wife when possible) was assigned to meet each member of the Board of Directors, if the board member so desired, take him to the headquarters (from the airport or railroad station), and be of help as desirable throughout the convention. B.L.C. obtained the architect-hosts and George Kassabaum followed through by writing each board member. We felt this was a successful venture, and I have heard many fine comments about it from our own members who enjoyed meeting and being with these men (and their wives) who had contributed so much to the A.I.A.

2. Meeting other V.I.P.'s, June 13th thru June 18th. When we knew of the arrival of Speakers, Award Winners, Honorary Members and Honorary Fellows, a member of the chapter met him (and his party) at the airport and the railroad station, and saw to it that he was taken to the Hotel. Unfortunately this responsibility was not made known to us until very late in pre-convention planning, nor did our members (or the chairman) know just what was to be done with these VIP's after their arrival - but everyone seemed to take hold of the "emergency situation" and I don't believe our "guests" realized this was not handled with perfection!

3. Special Hospitality Desk at the Airport: June 14th  
This was a very late addition to the convention arrangements, even though George Kassabaum and I had discussed it early in 1964. At the last "minute" we decided to go ahead with it and the chairman assigned 6 members (two shifts) to serve throughout Sunday. Comments were regarding, and even arrivals at the airport (other than architects) seemed to appreciate having an information center about St. Louis right at the airport.

4. See, Sup and Shop List: After much early discussion both in the A.I.A. and the W.A.L. it was decided that we could not afford to have a printed directory about places to eat and shop while in St. Louis as had been furnished at other conventions (Our object throughout the Convention was to have an excellent convention and not put the chapter in debt: this latter we accomplished!). Believing in the importance of having such information for our guests, I asked Doris Danna to compile it, then edited her work (very little was necessary to do as I think she did a superb job), and Jean Schneeberger typed the master sheets for the mimeographer. Copies were placed in each registration kit.

(continued)

OCT 1 1964

Nominee's Achievements in Service to the Institute (continued):

National Convention:

5. Publicity: I arranged for, and worked with the Post Dispatch Society Editor, Karin Hayward, the first page "spread" about events of the forthcoming convention which appeared Sunday, March 15, 1964. This is the first time this page has been devoted to members of the profession and their wives, and I hope not the last!

6. W.A.L. Committee for Convention Events for Wives: I attended all of the meetings of the main committee under the chairmanship of Mrs. Frederick Sternberg, and tried to be helpful when necessary in planning their events for the ladies.

7. Invitation to Prospective members of the St. Louis Chapter: This gesture and mailing already covered under Membership Expansion (Item 5) and I believe has resulted in an increase in interest in joining the chapter.

8. Convention Events: under the responsibility of B.L.C.:  
Host Chapter Cocktail Party: Held Saturday, June 13th at the Home of Mr. & Mrs. Otto R. Erker, 1 Portland Place. Members of the Board of Directors and their wives, and members of the Octagon Staff were guests at this chapter activity, the evening before the convention opened. I was responsible for all the arrangements for this party, and had wonderful cooperation from several other members: Mrs. Charles T. Berger (food), Mrs. Charles Danna (decorations), Mrs. William Rupe (greeting guests), Angelo Corrubia (bar service), Merlin Lickhalter (liquor), and Thomas Tebbetts (lettering name-tag tickets), so that this party could be given and enjoyed at a very nominal cost to the St. Louis Chapter members attending.

Tours of Old and New St. Louis: Two bus tours held Sunday, June 14th and repeated Thursday, June 18th under the chairmanship of Gerhardt Kramer. I served as co-chairman for this event and worked in cooperation with Mr. Kramer in planning and routing the tours, and in last minute details. I also obtained the guides for both days. Mrs. Donald Freeman obtained the hostesses for the refreshment stops.

Pre-Luncheon Party for Women Architects: Held Monday, June 15th, just before the Awards Luncheon in the W.A.C. Headquarters in the Chase-Park Plaza. As far as I have been told, this is a first time event for a national convention. I hoped that it would encourage other women architects to attend a National Convention if they knew they would meet other women and could attend other events with them. I mailed 193 special invitation letters to the women members of the A.I.A. and associates Chapters within a 300 mile radius of St. Louis. Fortunately I had compiled a list of women architects in 1956, and the Octagon (under Mr. Wolverton's direction) revised it for me; and Jean Schneeberger provided me with the names of the associate members from chapter lists sent to her. Twenty-one women attended our party, and Mary Jane Fournier was very helpful the day of the event in setting up the refreshments and hostessing. Most of us sat together at the Awards Luncheon. One woman has volunteered to arrange for a similar party at the 1965 Convention.

(continued).

OCT 1 1964

Nominee's Achievements in Service to the Institute (continued):

National Convention:

8. Convention Events (continued)

Walking Tour: held Monday afternoon June 15th. Tour of five homes in Portland and Westmoreland Places (directly across the street from the headquarters) free to all guests registered at the convention. About 250 visited these homes and from the comments, I believe most everyone enjoyed seeing these mansions built at the beginning of the century, many of which are still occupied by descendants of the "first families" of St. Louis. I handled all arrangements for this event, with the exception of typing the master sheets for the guide sheet (which she also had duplicated and had placed in the Convention Kits) and placement (and removal) of the AIA signs at the front of each house, which Gerhardt Kramer took care of.

Childrens' Tours: held Wednesday afternoon June 17th. Tour for Little Girls 6 to 60: to Mary Institute to see collection of historic figures in miniature.

Tour for Little Boys 6 to 16: to Museum of Science Refreshments were served on both tours. I made arrangements for both events which were attended by 75 girls and 35 boys.

Architects\*at-Home Parties and Wednesday Evening Events and tickets to "My Fair Lady" at the Muny Opera and open house in Gaslight Square: were assigned under my general chairmanship, but because of the excellent chairmanship of W. Allen Cleney and Mrs. George Kassabaum, I had very little to do other than attend their planning meetings and offer suggestions as necessary.

I believe this includes the events of the convention with which I was directly connected. We had almost everyone interested serving on some committee or event during the Convention. Though not 100% successful, I tried to reach every member in the chapter at least once - so that everyone would have the opportunity of taking part in extending our St. Louis hospitality to our guests.

It was a privilege to serve on the 1964 National Convention Steering Committee, and although time consuming - I would do it all over again with even more enthusiasm, if that were possible.

Respectfully submitted,

*Betty Lou Custer*

OCT 1 1964



## "Et Cetera..."

By BETTY LOU CUSTER

The "gone for vacation" sign is down—and once again we shall try to bring you news and items of interest about our members and their families...

For the most part it was a delightfully cool summer—but wasn't it good to see so many again at the AIA meeting on the 27th! Those of you who were absent—and we truly missed you—would have enjoyed the excellent dinner topped by an unusual illustrated talk given by Mr. Doshi on modern building in India. Though I didn't hear that any of our members travelled that far this summer, there were several fascinating trips, such as the Colorado

vacation of the Al Baums, the west coast tour enjoyed by the Fred Hammonds, and the visit to Hawaii, Bangkok, Hong Kong and Tokyo the Kenneth Wischmeyers are enjoying as an early fall trip. Perhaps we will have another travel program soon—as many still remember the excellent "armchair tour" we had last winter via Ken Wischmeyer's slides of Europe. . . .

After an interesting tour covering 3600 miles of the south and east, from Asheville, N. C., to Nantucket, Mass., highlighted by the beautiful Blue Ridge Parkway with more than remnants of the gorgeous rhododendron season—the excellent exhibits by George Nelson in the Information Center of Colonial Williamsburg—the fantastic "fish church" in Stamford, Conn.—the "three bricks" on Nantucket—and the remarkable elevated highways and turnpikes from Rhode Island to Chicago, I realize how much is yet to be done in St. Louis! However we found that fall activities this year started with an unusual flourish and furor, and there seem to be more and more civic projects being undertaken and more and more architects and their families taking part in them. . . .

Early in September the St. Louis press gave good coverage to the Mental Health Conference held in Jefferson City—and we learned that the Harris Armstrong's younger daughter, Jeffrey, is now executive director of the Mental Health Association of St. Louis. Indeed, a responsible position, but one which should be executed with perfection due to her excellent training and great enthusiasm. Another young lady also making a name for herself is now a feature writer on the *Globe-Democrat*—Carol Jones Veron, daughter of the Herbert N. Joneses, of Jones-Kissner Const.

Co. Carol wrote the article a few months ago announcing to many of us Joanne Murphy's distinction of being the first woman to win the Steedman award. Carol writes with great sparkle and enthusiasm, and it is interesting to read of her varied interviews and experiences.

Recently I had the privilege of hearing a fine talk by one of our AIA members, John Bryan, who is known to many for his vast knowledge of historical buildings and background in St. Louis. He is currently serving as president of the Campbell House Foundation and in this capacity delivered an excellent and informative talk about the preservation of this St. Louis landmark to a group of ladies invited to Mrs. Arthur Lindburg's home (remember it was on our house tour last spring?). This was the first meeting of the newly organized Hostess Committee, which will meet at the Campbell House on the first Wednesday of each month and will take charge of various phases of this restoration. This is a sort of Williamsburg activity right in downtown St. Louis, and I understand unique to this section of the country. Mr. Bryan or Mrs. Lindburg would appreciate knowing of your interest in this worthwhile activity. . . .

It is always a pleasure to be invited to see materials first hand, as at a display and party such as the Edwin F. Guth Co. representatives, Brooks and Joe Chassaing, gave last month at the Chase—including a delicious buffet supper—a few precise remarks about Guth lighting fixtures—and the "extra" of many intriguing attendance prizes. Most surprised and fortunate was Arthur Johnson, who won a Polaroid camera! . . .



## "Et Cetera..."

By BETTY LOU CUSTER

Before relating news of Who's Who, trips and activities... may I urgently remind you that now is the time to suggest houses for the 1961 AIA House Tour. Several suggestions—and good ones too—have been received, but I'm certain many more of the AIA members know of houses we might have on the tour. So please mail your suggestions today to 7440 University Dr. (30).

The seventh edition of Marquis "Who's Who in the Midwest" came off the press early last month. This "biographical dictionary of noteworthy men and women of the central and midwestern states" took

several years to compile, and of the 7,930 biographies not previously listed and the 7,670 republished, there are six corporate members of the St. Louis Chapter, AIA, two honorary members and one honorary associate. In that order they are: Betty Lou Custer, Frederick W. Dunn, William B. Ittner, Louis LaBeaume, Buford L. Pickens, Wesley W. Wedemeyer, Alexander S. Langsdorf, Mayor Raymond R. Tucker and Fred E. Conway.

I'm sure if a professional columnist were relating this information, he would say congratulations for this recognition and bring among those "holding positions of such prominence as to make them the most likely... to be asked about!"

Our congratulations to Albert H. Baum and Roland W. Bockhorst, who were honored at the Founders' Day ceremony by Washington University on Feb. 26. Both of these men have made outstanding contributions too numerous to mention... and I'm sure if there were more St. Louisians like them, St. Louis would soon be the kind of city we want her to be... Did you see the New Year's Day article in the *Globe* by Arthur F. Schwarz entitled "St. Louis Needs a Face

Lift for its Bicentennial"? Rarely does the complete page one of the Feature Section boast such an excellent spread—factual—with accurate information and "musts" for things to be done! If the citizens really get behind these projects, we should have a city second to none!

Members of the Women's Architectural League are getting under way with an interesting program, and have formed an artists and architectural committee, under the chairmanship of Mrs. Robert L. Murphy. All W.A.L. members are encouraged to attend this group's evening meetings, or if unable to attend, to give suggestions about what can be done to promote art in architecture and various other phases dealing with the allied arts. Call Joan at TAYlor 2-2220 for details. Also if you have failed to send your W.A.L. 1960-1961 dues—call Mrs. Lester O. Roth at TAYlor 1-2660. There is to be an outstanding meeting in May, and I'm certain all of the wives will want to receive notice of it. Understand there are over 75 active members of this group—wonderful for only its first year of existence!

The chapter meeting on Feb. 28 provided an outstanding program on Landscape Architecture by Hideo Sasaki. The audience was enhanced by the presence of many wives, and it was truly a "full house" at the Rose & Crown Room. Among other guests were Jaime and Shirley Barreto, a charming couple, who came with Angelo Corrubio—fellow staff members at Wedemeyer & Hecker. Here from Boston was Lucy Rapperport, as guest of her sister Jane Godfrey—both are practicing architects, and you'll have to admit having two women architects in one family is unusual! Missed seeing Mrs.

Robert Elkington, who usually attends these special evenings, when the wives are invited. Maxine and Bob recently returned from a wonderful trip to Mexico. They spent some time in Chichen-itza, Yucatan seeing the old ruins and found wonderfully luxurious accommodations, where the excellent cuisine and swimming pool were especially enjoyed after the days spent sight-seeing. Guatemala was also on their return trip itinerary.

During the month heard some other news about architects and their families... Mrs. Edwin F. Stuessie is the newly elected secretary of the Women's Association of the Missouri Botanical Garden... the John A. Gruniks have announced the engagement of their daughter, Minette to Gundolf John Bethke of Toronto, Ontario...

Charles E. Overbeck has a record of 36 years of service with Southwestern Bell Telephone Co. He started in 1925 as building engineer in Dallas and just retired as general architectural engineer in the St. Louis office... Noted in *The Architect's Exchange* that P. John Hoener represents Missouri on the advisory staff. Vincent G. Kling, FAIA, whom we are to hear at a meeting in the fall, serves as feature editor of this quarterly magazine...

Arthur E. Koelle is a member of the St. Louis advisory board of the Salvation Army... Former St. Louis architect, Paul E. Baseler, now executive secretary of the Building Officials Conference of America, was one of the four speakers at a recent conference of the Building Research Institute held in Washington, D. C. Clark Koch of Cambridge, Mass. represented the architectural profession.

Doris and Curt Ittner were the attractive couple pictured in a *Globe* article entitled "Modern Coffee House" by Nell Hurley Gross... William A. Bernoudy is a member of the board of directors of the Civic Opera Association of St. Louis, the group which will bring four operas to St. Louis in April. Must comment that this group has the most charming "telephone approach" I've ever heard, and due to a hard working group of volunteers who are making advanced ticket sales it should be "standing room only" at Kiel Auditorium Opera House on April 12, 19, 26 and May 3... And so, until next month, to B.L.C. with love!

OCT 1 1964



7440 University Drive  
St. Louis 30, Missouri

~~April 23, 1962~~

~~November 1, 1962~~

4-1-63.

The Membership Committee is conducting a survey of the employment opportunities for Washington University Architectural School students and recent graduates. A copy of the results of the survey will be on file in the St. Louis Chapter, A.I.A. office and in Dean Passonneau's office at the University.

Will you please take a moment from your very busy day to answer the questions on page 2 and check the appropriate spaces in the form below. Please return this letter in the enclosed ~~envelope~~, self-addressed envelope.

Your cooperation and prompt reply will be sincerely appreciated.

Betty Lou Custer, Chairman  
Membership Committee 1961-62.

I. Please answer the following questions in relation to the specific departments listed below:

1. In which departments might you hire Washington University architectural students and/or recent graduates?
2. Do you hire any part-time help? If so, in which departments?
3. Do you hire summer student help? If so, in which departments?
4. Do you hire inexperienced University graduates? If so in which departments?
5. Do you hire any professional consultants? In which fields?

|                              | #1    | #2    | #3    | #4    | #5    |
|------------------------------|-------|-------|-------|-------|-------|
| Architectural drafting ..... | _____ | _____ | _____ | _____ | _____ |
| Architectural design .....   | _____ | _____ | _____ | _____ | _____ |
| Mechanical drafting .....    | _____ | _____ | _____ | _____ | _____ |
| Civil engineering .....      | _____ | _____ | _____ | _____ | _____ |
| Mechanical engineering ..... | _____ | _____ | _____ | _____ | _____ |
| Interior design .....        | _____ | _____ | _____ | _____ | _____ |
| Colorists .....              | _____ | _____ | _____ | _____ | _____ |
| Specification writers .....  | _____ | _____ | _____ | _____ | _____ |
| Landscape architecture ..... | _____ | _____ | _____ | _____ | _____ |

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OCT 1 1964

- II. Person to see when applying for a job \_\_\_\_\_.
- III. If you have any women employees other than secretary on your staff at present, please list names.
- IV. Approximately how large an office do you maintain? \_\_\_ 1 (myself only), \_\_\_ 2 to 5, \_\_\_ 6 to 25, \_\_\_ more. (exclusive of secretary).
- V. In what kind of work do you specialize: \_\_\_ Residential, \_\_\_ Commercial, \_\_\_ Industrial, \_\_\_ Churches, \_\_\_ Schools, \_\_\_ Other types, \_\_\_ No specialization.
- VI. Buildings in the St. Louis area designed by your firm - (give names and locations of five or more, which the students might like to see).
- VII. Names of staff members who are members of the St. Louis Chapter, A.I.A.
- VIII. Names of staff members who should be invited to join the St. Louis Chapter, A.I.A.

Answered by: \_\_\_\_\_  
(Your name). Please correct name and/or address above as necessary.

OCT 1 1964

**ST. LOUIS CHAPTER, A.I.A. PLACEMENT AID SURVEY**  
 (for W.U. Architectural School Students and Recent Graduates)

FIRM NAME:  
 Address

Phone Number:

Personnel Contacts:

SIZE of OFFICE; \_\_\_ 1 (myself only), \_\_\_ 2 to 5, \_\_\_ 6 to 25, \_\_\_ more.  
 (Exclusive of Secretary)

TYPES OF WORK: \_\_\_ Residential, \_\_\_ Commercial, \_\_\_ Industrial, \_\_\_ Churches,  
 \_\_\_ Schools, \_\_\_ Hospitals, \_\_\_ Other types, \_\_\_ No Specialization.

**EMPLOYMENT OPPORTUNITIES:**

(affirmative answers indicated to the following questions asked in relation to the specific departments listed below)

- #1. In which departments might you hire Arch. School students and/or grads.?
- #2. " " " " " " part-time help?
- #3. " " " " " " summer student help?
- #4. " " " " " " inexperienced University graduates?
- #5. In which fields do you hire professional consultants?

|                              | #1    | #2    | #3    | #4    | #5    |
|------------------------------|-------|-------|-------|-------|-------|
| Architectural drafting ..... | _____ | _____ | _____ | _____ | _____ |
| Architectural design .....   | _____ | _____ | _____ | _____ | _____ |
| Mechanical drafting .....    | _____ | _____ | _____ | _____ | _____ |
| Civil engineering .....      | _____ | _____ | _____ | _____ | _____ |
| Mechanical engineering ..... | _____ | _____ | _____ | _____ | _____ |
| Interior design .....        | _____ | _____ | _____ | _____ | _____ |
| Colorists .....              | _____ | _____ | _____ | _____ | _____ |
| Specification writers.....   | _____ | _____ | _____ | _____ | _____ |
| Landscape architecture ..... | _____ | _____ | _____ | _____ | _____ |

**BUILDINGS IN THE ST. LOUIS AREA DESIGNED BY THIS FIRM:**

**MEMBERS OF THE ST. LOUIS CHAPTER, A.I.A.:**

OCT 1 1964

Date received:

**NOMINEE'S ACHIEVEMENT IN PUBLIC SERVICE**

1. List the public offices held by the nominee and the positions of trust held by him in recognition of civic leadership, and state clearly his notable work in public service and the particular influence of that work which the nominators believe to be a notable contribution to the advancement of the profession.

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OCT 1 1964

THE AMERICAN INSTITUTE OF ARCHITECTS

The Octagon • 1735 New York Avenue, N. W. • Washington 6, D. C. • EXecutive 3-7050

April 20, 1965

Mr. George E. Kassabaum, President  
St. Louis Chapter, AIA  
1126 Locust Street  
St. Louis, Missouri

Dear Mr. Kassabaum:

The Jury of Fellows has requested us to advise you that  
the nominations for Fellowship of -

Betty Lou Custer  
John D. Paulus, Jr.  
John David Sweeney

have been considered at its recent meeting and will be  
referred to the meeting of the 1966 Jury of Fellows for  
consideration again.

Any further material that you wish to submit in connection  
with these nominations should be received by The Jury of  
Fellows at The Octagon by November 15, 1965.

Sincerely yours,



Oswald H. Thorson, FAIA  
Secretary

OHT/m



**SAINT LOUIS CHAPTER / AMERICAN INSTITUTE OF ARCHITECTS / WAINWRIGHT BUILDING  
107 N. SEVENTH STREET**

- PRES. **Angelo G. Corrubia**
- V. PRES. **Nolan L. Stinson, Jr.**
- SEC. **W. Allen Cieneay**
- TREAS. **Kenneth M. Schaefer**
- DIR. **Rex L. Becker**
- DIR. **Walter B. Kromm**
- EX. OFF. **George E. Kassabaum**

**Jean Schneeberger**  
Executive Secretary  
MAIN 1-5185

Jury of Fellows  
The American Institute of Architects  
1735 New York Avenue, N. W.  
Washington, D. C. 20006

Gentlemen:

We are submitting herewith additional supporting material for the fellowship nomination of Betty Lou Custer.

Attached copies substantiate her untiring efforts for service to the Chapter and the Institute.

Membership chairman -

- Survey - letter Jan. 10, 1964 from William Scheick to John Sweeney
- letter Jan. 17, 1964 from John Sweeney to Betty Lou Custer
- letter Jan. 30, 1964 from William Scheick to John Sweeney
- letter Oct. 5, 1964 from John F. Dawson to Betty Lou Custer
- letter Jan. 19, 1965 from Raymond Gaio to Betty Lou Custer
- copy of Membership Information sheet referred to in letter 1/19/65.

National AIA Convention 1964

- letter June 29, 1964 from Joseph Murphy to William Scheick
- letter June 29, 1964 from George Kassabaum to Betty Lou Custer
- letter July 14, 1964 from Kenneth Kandry to Betty Lou Custer
- letter July 14, 1964 from Win Rankin to Betty Lou Custer
- letter July 17, 1964 from Rosann Berry (Soc. Arch. Hist.) to Betty Lou Custer
- letter July 27, 1964 from Vera Ellithorpe (Kansas State U.) to Betty Lou Custer
- letter Feb. 2, 1966 from Win Rankin to Betty Lou Custer and others
- letter June 4, 1966 from Mrs. Philip Atkinson (Denver) to Betty Lou Custer
- letter June 16, 1966 from Mrs. Laura Cronenwett (Denver) to Betty Lou Custer.

*Handwritten:*  
10/16/66  
Jeb

OCT 1 1966

Jury of Fellows  
Page 2

Product Exhibits at Conventions

letter Oct. 7, 1964 from Betty Lou Custer to Stephen A. Kliment

letter October 14, 1964 from Stephen A. Kliment to Betty Lou Custer

letter Oct. 22, 1964 from Betty Lou Custer to Stephen A. Kliment

Mail column A & E News - December 1964.

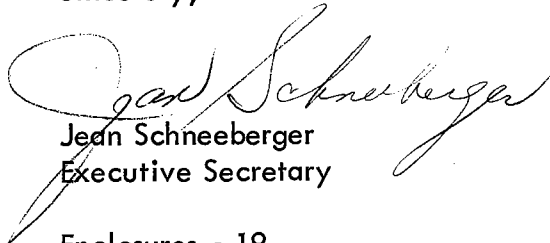
(THIS SUGGESTION WAS CARRIED OUT AT THE DENVER CONVENTION)

Host Chapter Convention Manual

Page 1 gives credit to Betty Lou Custer for the important part she played in developing the contents.

Betty Lou Custer has continued to keep up to date information on all registered architects in the state of Missouri who are not members of the AIA and continues her diligent drive for new members.

Sincerely,



Jean Schneeberger  
Executive Secretary

Enclosures - 19

29 September 1966

From: Betty Lou Custer (Miss)  
7440 University Cr.,  
St. Louis 50, Mo.

October 7, 1964

cc: Mr. Joseph B. Murphy ✓  
Mrs. Jean Schmeberger

Mr. Stephen A. Kliment, A.I.A.  
Editor Architectural and Engineering NEWS  
500 Bloomfield Avenue  
Montclair, New Jersey

Dear Mr. Kliment,

The September '64 issue of A. E. NEWS arrived today and I am greatly interested in your editorial regarding the Products Exhibits at Conventions.

You ~~expressed~~ good (and just) and your suggestions excellent. May I add one more suggestion, from my own experience at this, my very first AIA Convention.

I realize that the Exhibitors are in competition with the professional sessions, programs, etc. as well as some of the social activities and that there is far more to do than time allowed during the brief four or five days at convention - however I not only noticed but experienced that the exhibits were open only during the hours when they were in competition with programs, etc. and that the guard firmly (one might say almost rudely) closed the exhibits as promptly at 5:00 (one day at 4:45) just when there would have been time to view the products before dinner, etc. Would it be expecting too much of the exhibitors (who are present for the purpose of promoting their products) to keep their exhibits open longer and even during the evening(s) when no specific social activities are planned? Monday night and Wednesday night in St. Louis were "open" for the guests to do as they pleased. Also not everyone attends convention to go "out on the town" and might welcome an evening browsing and being "educated" by the exhibitors. Perhaps by advanced notice or scheduling there might be an open house or cocktail party type of evening in the exhibit area sponsored by the exhibitors - or if the financial burden would be too great, then even a cash bar arrangement in the area might be an encouragement.

Do hope that building products will continue to be exhibited at Conventions, and that you will be able to bring about their improvement and a more pleasant relationship between the convention-attending architects and the exhibitors.

Most sincerely,

Betty Lou

Betty Lou Custer, A.I.A.

P.S. This is not for your "Mail" section, but sent to you because I feel you are in a position to do something!



ARCHITECTURAL & ENGINEERING

NEWS

October 14, 1964

Miss Betty Lou Custer, AIA  
7440 University Drive  
St. Louis 30, Missouri

Dear Miss Custer:

Thank you for your very thoughtful comments on the September editorial. You certainly make some very useful suggestions that had escaped me before.

While I will certainly respect your wish not to print the letter in the mail column, there might be considerable value in so doing. Should you reconsider your decision, do let me know.

Thank you again for writing.

Sincerely,



Stephen A. Kliment, AIA  
Editor

SAK:jtf

SAINT LOUIS CHAPTER, A.I.A.  
1126 LOCUST STREET - ST. LOUIS 1, MISSOURI - MAIN 1-5185

TO Mr. Stephen A. Kliment, A.I.A.  
Editor Architectural & Engineering NEWS  
500 Bloomfield Avenue  
Montclair, New Jersey

From: Betty Lou Guster  
7440 University Drive  
St. Louis 30, Missouri

October 22, 1964

DATE Dear Mr. Kliment,

Thank you for your letter regarding my comments and suggestions for future product exhibits at conventions. If you feel they might be helpful, then certainly you may use my letter. It was not written to "get my name in print" and is certainly not a "polished" epistle!

One more item, which might be helpful to the person from your staff who prepared the A&E Convention Supplement—sorry I did not learn until too late that you had sent someone here to do the research, etc. for this (incidentally very good compilation!) - at the same time we were preparing our "See, Sup and Shop List" which was also included in the registration kits, but included items also of interest to the ladies and those who wanted to find the best shops and places to see in the limited "free time" available. Perhaps our "findings"

might have been of interest and help to you, and therefore we could have eliminated our separate mimeographed list. There seems to be so much printed matter handed out, that one doesn't really have time to read it all until after convention—and then it is too late. Of course, as I told you in my letter, this was my very first convention, but I should imagine that in other cities you will find a woman who knows the best places to see and shop, and would be delighted to work with you in this direction.

Many thanks for your monthly publication. I read A & E NEWS from cover to cover, and think you are giving a very fine service to the profession.

SIGNED

SIGNED

Most sincerely, Betty Lou Guster

GRAYBAR CO., BROOKLYN 32, N.Y.

PLEASE PRINT NAME - RETURN FOR ANSWER, SIGNATURE AND PHONE NUMBERS WITH CARBONS INTACT

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## MAIL

### Building product exhibits

TO THE EDITOR:

Congratulations on your able editorial in the September issue of A&E NEWS. Your points concerning exhibits and their efficacy were exceedingly well taken and have needed to be said for a long time.

STEPHEN B. HAZZARD AIA  
Warrington, Pa.

TO THE EDITOR:

I was greatly interested in your editorial regarding the Products Exhibits at Conventions (A&E News, Sept. 1964).

Your criticisms were just and your suggestions excellent. May I add one more suggestion, from my own experience at this, my first AIA Convention.

I realize that exhibitors are in competition with the professional sessions, programs, etc., as well as some of the social activities, and that there is far more to do than time allowed during the brief four or five days of a convention. Nevertheless, I not only noticed but experienced that the exhibits were open only during the hours when they were in competition with programs, etc. and that the guard firmly closed the exhibits promptly at 5:00 (one day at 4:45) just when there would have been time to view the products before dinner.

## MAIL

Would it be expecting too much of the exhibitors (who are present for the purpose of promoting their products) to keep their exhibits open longer and even during the evenings when no specific social activities are planned? Monday and Wednesday nights in St. Louis were "open" for the guests to do as they pleased. Also, not everyone attends conventions to go out on the town and such persons might welcome an evening browsing and being 'educated' by the exhibitors.

Perhaps, by advanced notice or scheduling, there might be an open house or cocktail party type of evening in the exhibit area sponsored by the exhibitors—or, if the financial burden were too great, then even a cash bar arrangement in the area might be an encouragement. I do hope that building products will continue to be exhibited at conventions, and that you will be able to bring about their improvement and a more pleasant relationship between the convention-attending architects and the exhibitors.

BETTY LOU CUSTER AIA  
St. Louis

TO THE EDITOR:

Your editorial in the September 1964 issue on "Building Product Exhibits at Conventions: A New Look at the Facts" renders an outstanding service to the building product exhibitors at both the national, regional and local levels of architectural promotion. This was constructive criticism presented in a most pertinent manner. Your courage in doing so warrants my sincere appreciation and I am sure the appreciation of other manufacturers and producers of building materials. As you so succinctly put it, in items 1 through 5, the manufacturers have this concern. You are also correct in defining the requirements of the personnel the manufacturers staff their exhibits with.

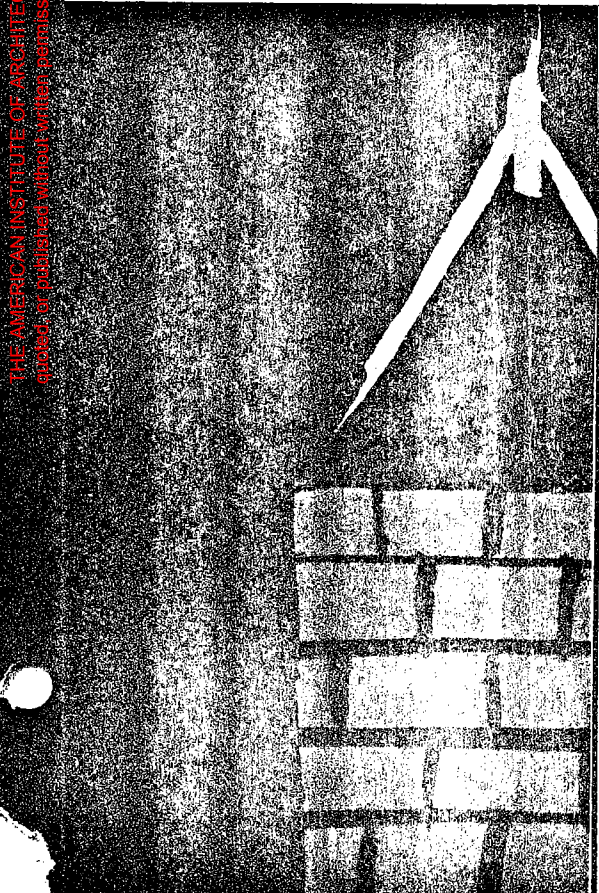
Many times it is difficult for the architectural marketing personnel to justify the cost of not only the exhibit but also the manpower and entertainment costs these conventions incur. "The cost per call" and the wasted hours frequently cause concern to us who are responsible for the authorization of these expenditures.

We recognize the quality of the caller but many in top management of our respective firms would not consider this good business.

I am sure that you will encourage much controversy on both sides because of this editorial, but like many disagreeable conditions it is best that they are brought into the open before serious damage is done.

FRANK F. GOOSMAN, *Manager*  
Architectural Sales, Jones &  
Laughlin Steel Corp. St. Louis

DECEMBER 1964



*Facsimile*

THE AMERICAN INSTITUTE OF ARCHITECTS

The Octagon • 1735 New York Avenue, N. W. • Washington 6, D. C. • EXecutive 3-7050

May 5, 1966

Mr. Angelo G. Corrubia, President  
St. Louis Chapter, AIA  
Weinright Building  
107 North Seventh Street  
St. Louis, Missouri 63101

Dear Mr. Corrubia:

The Jury of Fellows has requested me to advise you of the following action it has taken on the nominations before it of corporate members nominated for Fellowship by your Chapter:

Nomination of Betty Lou Custer - The Jury voted to refer this nomination to the 1967 Jury of Fellows for consideration again. The Jury will welcome any additional supporting material that the nominators wish to submit in connection with it. Such material should be received at the Institute by November 15, 1966.

Nomination of John D. Paulus, Jr. - I regret to inform you that Mr. Paulus has not been advanced to Fellowship by the Jury of Fellows.

The Jury has asked me to inform you that, in their deliberations during the past three years, this proposal has been very carefully considered as to qualifications.

The Bylaws permit the submission of a new nomination after the lapse of one year following this action. If you decide to take this course, the Jury suggests that your new presentation set forth full information supporting your belief in the nominee's notable qualifications.

Sincerely yours,

Oswald H. Thorson, FAIA  
Secretary

P.S. - The exhibits submitted in support of Mr. Paulus' nomination

THE AMERICAN INSTITUTE OF ARCHITECTS

The Octagon • 1735 New York Avenue, N. W. • Washington 6, D. C. • EXecutive 3-7050

March 27, 1967

Mr. Angelo G. Corrubia, President  
St. Louis Chapter, AIA  
Mainright Building  
107 North 7th Street  
St. Louis, Missouri 63101

Dear Mr. Corrubia:

Re: Nomination for Fellowship of  
Betty Lou Custer

We regret to inform you that Miss ~~Betty Lou Custer~~ has not been advanced to Fellowship.

The Jury has asked me to inform you that this proposal has been carefully considered as to qualifications by the 1965, 1966 and 1967 Juries.

The Bylaws permit the submittal of a new nomination after the lapse of one year following unfavorable action. If the nominators decide to take this course, the Jury suggests that the new presentation clearly set forth full information supporting the nominators' belief in the nominee's notable achievements.

The photographic exhibits which were submitted in connection with this nomination are being returned to you at the above address under separate cover.

Sincerely yours,

William H. Scheick, FAIA  
Executive Director

DIGEST OF THE CAREER AND ACHIEVEMENTS OF  
Miss Betty Lou Custer St. Louis, Missouri  
(nominee) (city and state)

Born: St. Louis 1922. Washington University: B. Arch. 1944. Registered: Mo. 1949

Employment Neal J. Campbell E/A 1944-49; Harris Armstrong FAIA 1950-52; St. Louis County Planning Commission 1952-54; Own practice 1954.

Architectural Projects Include Library for Missouri Historical Society, remodelling of many large and historic residences in the St. Louis area for private owners, Office and warehouse for Goodyear Rubber Co., Showroom for wholesale gift and florist supply, St. Peter's Church, Vestal Chemical Co., Power Plant, Krey Packing Plant, Brown Shoe manufacturing plant.

Non-AIA Organizations Association of Women in Architecture, Joined 1944 - Nat. Pres. 1950-52 - Editor Nat. Directory 1956-58-60; Women's Advertising Club of St. Louis, Joined 1954 - Bd. of Dir. 1958-60 - Chairman of four committees 1958-71; Women's Architectural League, St. Louis, Joined 1960 - Bd. of Dir. 1960-71 - Press Chairman and Editor of Newsletter 1965-71 - two terms each as VP and Chairman of Program Committee; National Society of Arts and Letters, Bd. of Dir. 1968-72 - Press Chairman 1970-72 - Committee for Young Artists 1970-71; Arts and Education Council; Historical Assoc. of Greater St. Louis; Landmarks Assoc. of Greater St. Louis; Missouri Historical Society of St. Louis; Theta Sigma Phi "Newsmaker Award" for Architects' Sunday programs, 1971.

Community Activities St. Louis County Planning Commission; Citizen's Council on low income housing; Metropolitan Planning Conference participant, researched and wrote much of 1954 County improvement bond issue, wrote research paper on County problems and facilities.

AIA, National Corporate member November 15, 1951; Mbr. Nat. Scholarship Comm. 1967-70; Nat. Convention Steering Comm. 1964.

AIA, St. Louis Director 1971-73 - Secretary 1970-71 - Chairman of Membership Comm. 1952 & 1961-68, of County Housing Comm. 1954, of Public House Tour Ad Hoc Comm. 1959-61 and of Women's activities 1959-60. Press Coordinator 1969-71, Coordinator of Architects' Sunday program 1969-71 (AIA Journal, May 1971), Recipient of President's award in 1963 for "--outstanding accomplishment as Membership Committee Chairman", and in 1970 for "--originating and coordinating the highly successful ARCHITECTS' SUNDAY Program". Scholarship Trust Fund 1961-73.

| (b) References                  | Address              | Relationship to Nominee       |
|---------------------------------|----------------------|-------------------------------|
| 1. Mr. Geo. E. Kassabaum, FAIA  | 315 N. 9th St.       | St. Louis, Mo. 63101 Friend   |
| 2. Mr. Joseph D. Murphy, FAIA   | 6124 Enright         | St. Louis, Mo. 63112 Friend   |
| 3. Mr. Robert Elkington, FAIA   | 7916 Kingsbury Blvd. | St. Louis, Mo. 63130 Friend   |
| 4. Mr. Neal J. Campbell, CE     | 911 Locust Street    | St. Louis, Mo. 63101 Employer |
| 5. Mr. Oscar D. Norling         | 425 N. Hanley Road   | St. Louis, Mo. 63130 Client   |
| 6. Mr. T. Tripp Russell, FAIA   | Box 447              | Miami, Fla. 33145 Friend      |
| 7. Mr. Eric W. Smith, Jr., FAIA | 7701 Forsyth Blvd.   | St. Louis, Mo. 63105 Friend   |
| 8. Mr. Donald W. Lehman, AIA    | 7487 Kingsbury Blvd. | St. Louis, Mo. 63130 Friend   |
| 9. Mr. Gerhardt Kramer, FAIA    | 9640 Clayton Road    | St. Louis, Mo. 63124 Friend   |
| 10. Mr. Joseph G. Peterson      | 20 Portland Place    | St. Louis, Mo. 63108 Client   |

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Community Activities

Leave blank

NOMINATION

1. Miss Betty Lou Custer, of the St. Louis, Missouri, (name of nominee) (chapter assignment) and corporate member of the AIA since 1951 (date of election)

is nominated for fellowship for his notable contribution to the advancement of the profession of architecture. The nomination is made by:

(check and sign either 1a. or 1b.)

1a. Vote of governing Board of (name of component organization)

(signature and title of Chapter President or Secretary)

1b. Individual corporate members and/or fellows as follows: (written signature) (typed signature and chapter)

Table with handwritten signatures and typed names of members: Gerhardt Kramer, Joseph D. Murphy, Robert Elkington, Hari Van Hoefen, Eric W. Smith, Jr., Buford L. Pickens, John D. Sweeney, George E. Kassabaum, Gyo Obata, Harris Armstrong.

\* SEE BELOW

2. The nominators designate the following member to be the sponsor of this nomination:

Name Kenneth M. Schaefer, AIA Address 1775 Dougherty Ferry Road St. Louis, Mo. 63122 Telephone Number 314 966 2268 (Res.) 314 436 7600 (Bus.)

\* NOTE THAT ALL NOMINATORS ARE FELLOWS OF THE INSTITUTE



## THE AMERICAN INSTITUTE OF ARCHITECTS

February 22, 1972

Miss Betty Lou Custer, FAIA  
7440 University Drive  
University City, Missouri 63130

Dear Miss Custer:

The Jury of Fellows has asked me to inform you of its great pleasure in elevating you to fellowship for your notable contribution to the advancement of the profession of architecture. With this action, you will be admitted as a member of the College of Fellows.

Those who have been elevated to fellowship will receive their medals, with appropriate ceremony, at the Investiture of Fellows to be held on May 8, 1972, at 6:00 P.M. in Houston, Texas. This event will be followed by the Annual Convocation of Fellows and further details will be sent at a later date.

The Officers of the Institute and the Jury of Fellows join with me in the hope that you will come to receive this honor in person. Please send your reply to the Institute at your early convenience.

Permit me to add my personal congratulations and good wishes.

Sincerely yours,

Preston M. Bolton, FAIA

Enclosures

cc: Kenneth M. Schaefer, AIA, Sponsor



# Betty Lou Custer: She's Helped Cha

By Patricia Rice  
Of the Post-Dispatch Staff

**A** RCHITECT Betty Lou Custer has changed the face of downtown. From her post as executive vice president of the St. Louis chapter of the American Institute of Architects, she has rallied architects and the public to save important buildings and has alerted the community after seeing blueprints for what she considered screamingly ugly buildings.

Custer's victory column includes being on teams that saved the DeMeill House, Union Station and Wainwright Building and helping tone down what she considers the ugliness of the Adam's Mark. Her loss column, she says, includes the demolition of the Buder and Guaranty Trust buildings and not getting the Adam's Mark altered enough.

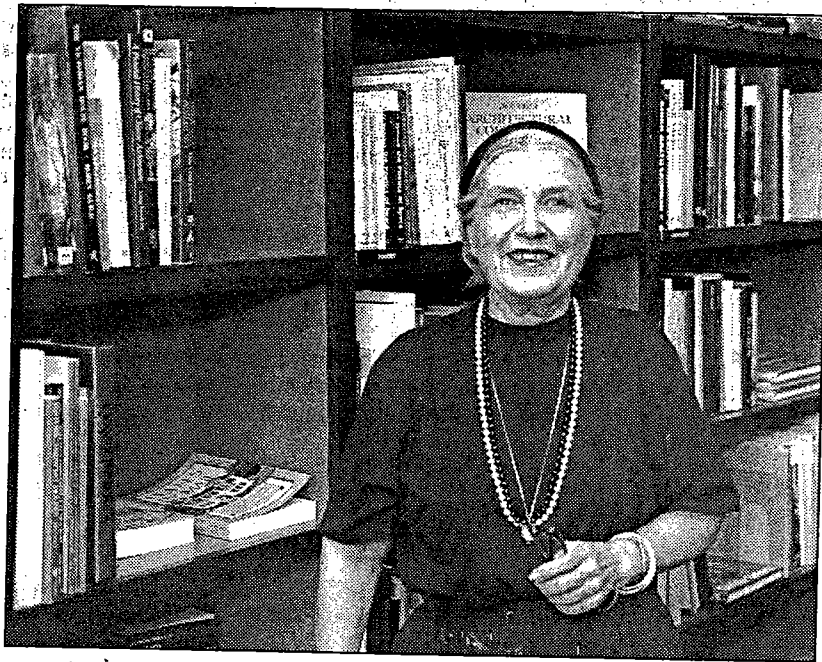
"To this day, I can't go into that hotel. What they did to block off the view of the Arch!" she said recently in an interview at the AIA offices on the second floor of the restored Lammert Building.

As she approaches her 20th year on the job at the local AIA chapter, her resolution is as firm as ever. And her silver hair is still caught back in a stylish black velvet headband. The headband look has been "in" again for a couple years, but she explains that she has been architecturally framing her face with 27 inches of black velvet ribbon secured with an unseen safety pin since 1937.

**A cold glass** of Coca-Cola was her instrument of war in the battle to save the Wainwright. The pioneer skyscraper at 709 Chestnut Street was built in 1892 from a design by the Chicago firm of Adler and Sullivan. Louis Henri Sullivan used steel frame construction, which allowed him to break from the restrictions of brick-walled, load-bearing masonry.

"We [the AIA] needed an office so I moved into the Wainwright Building to save it," she said. For some time, she and others had been trying to get then Gov. Christopher Bond to help save it. They'd made little headway. She had repeatedly invited Jack Cooper, in charge of the state's design and construction department, to visit. One hot Saturday afternoon in the early 1970s, Cooper was in town from Jefferson City to shop with this wife at Famous-Barr.

"We were just a block away from Famous. They stopped in and I gave him a Coca-Cola and a tour," she recalled.



Renyold Ferguson/Post-Dispatch  
**Betty Lou Custer, executive vice president of the St. Louis chapter of the American Institute of Architects.**

She pointed out the beauty of the relief designs on the terra-cotta panels and the elaborate frieze of leaf scrolls around circular windows below the cornice. By the time he'd gulped down the soda, Cooper was enthusiastic about saving the building. In 1974, the state bought the Wainwright Building and restored it.

Much of Custer's efforts at the AIA has been to get a wide number of opinion makers and other lay people enthusiastic about the remarkable regional architecture.

"We are awfully lucky to have fine architects in St. Louis today," she said. "The architectural profession is concerned about the city, interested in defending and showing off the city. Our members founded Landmarks [Association, a preservation society]. We have lots of real architects — in this day of salesmen, businessmen and politician architects — architects like Gene Mackey who can make beautiful drawings, beautiful buildings. Maybe our old buildings influence them."

**Custer has won** national attention for getting St. Louisans up and out to see the buildings. Twenty years ago, while she was still practicing architecture full time and a volunteer for the AIA, she came up with the idea of inviting the public on tours of fine area buildings or districts guided by architects. They are called

visit the Dana House  
Frank Lloyd Wright

More information  
AIA bookstore in the  
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to preserve the past,  
appreciate it, and it c  
young for Custer.

## The architectur

Lou Custer when she  
From her family's Ur  
house she could see th  
porch of the Martin F  
built in 1855. (She stil  
family home, which s  
her widowed mother,  
she sketched house flo  
While at Pine Manor J  
Chestnut Hill, Mass., s  
in homemaking. Each  
designed a residence.  
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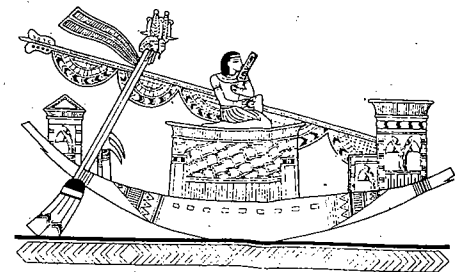
Working in the hand:  
Lammert Building corr

Architects' Sundays and are on the  
second Sunday of each month from 2  
p.m. to 4 p.m. There is no charge  
unless a bus trip is required.

Sometimes the tour is a sneak  
preview of a building under  
rehabilitation. The Dec. 9 tour will be  
of St. Francis Xavier "College"  
Church on the St. Louis University  
campus and St. Alphonsus "Rock"  
Church, both on Grand. The latter will  
be the site in late November for the  
Grand Center production of Benjamin  
Britten's "Noye's Fludde." Both  
churches have just been renovated.

Sometimes they see a just-  
completed building. In March, they  
visited the Gorgon Hanish Eye  
Institute in Florissant.

But tours are not just about the new  
and the renovated. On Nov. 11, they  
will go by bus to Springfield, Ill., to



**FREE FAMILY DAY!**

# Helped Change The Face Of Downtown

visit the Dana House, designed by Frank Lloyd Wright.

More information is available in the AIA bookstore in the Lammert Building. When she opened it in 1974, it was the first architectural bookstore in the country. It had high visibility when it was in a storefront on the first floor of the Syndicate Trust building.

In 1986, it moved to the second floor of the restored Lammert Building, 911 Washington Avenue. It stocks 1,500 titles and has a quick-order file of 7,000 titles. Many of its shoppers are visitors to the city. People who are building houses and want to understand basics about dealing with architects or roofs or millwork are also big customers. Some buyers are schoolteachers. Under Custer's leadership the AIA began offering Saturday morning seminars for schoolteachers about area architecture. If the next generation is to preserve the past, it must appreciate it, and it can't start too young for Custer.

**The architecture bug** bit Betty Lou Custer when she was about 5. From her family's University City house she could see the two-story porch of the Martin F. Hanley House, built in 1855. (She still lives in the family home, which she shares with her widowed mother.) As a little girl she sketched house floor plans for fun. While at Pine Manor Junior College in Chestnut Hill, Mass., she took a course in homemaking. Each woman designed a residence. Custer still has the dime store-style T-square she used on the project. Her house was such a success that her teacher, Eleanor Manning O'Connor, encouraged Custer to study architecture.

O'Connor pointed her toward home, explaining that one of the best architectural schools in the country was at Washington University. Custer enrolled.

Working in the handsome rehabbed Lammert Building completes a circle

**"St. Louis has so much wonderful architecture to show off, and so many very talented living architects, that it's been lots of fun."**

BETTY LOU CUSTER, on her 20 years as AIA executive

for her. It was the site of her first job. In the summer of 1943, she made \$30 for six weeks of work and considered herself wildly fortunate. In order to graduate, she was supposed to have had a job in architecture, but World War II had put the breaks on new construction. Architectural firms had no extra work. Lammert's Furniture had built a house for a display on its first floor.

A Mary Institute schoolmate, Mary Bartow Lammert Tobin, helped her get a job at the store. To make it an "architectural" job, she gave customers tours of the display.

Custer was one of three women enrolled in the School of Architecture's class of 1944. All graduated. In 1949, she became the first woman architect licensed by Missouri. When she joined the AIA in 1945, there were 125 women.

"Women haven't made a lot of progress," she said. Today, there are 3,000 national female members out of 56,000. Of the 690 architects in the local chapter, 42 are women.

**After graduating**, she found a job working for the engineering firm of Neal J. Campbell. The work wasn't glamorous — she started in the basement. She designed the underground reinforced concrete for

the old Scruggs, Vandervoort & Barney's building garage in Clayton, now the Best Products Co., and underground work for St. Peter's Episcopal Church in Ladue.

In 1950, she joined the architecture firm of Harris Armstrong and worked for two years helping him build luxury homes. Then she went to the St. Louis Planning Commission. In the mid-'50s, she started her own practice. At the Missouri Historical Society, she designed a library using walnut bookcases from the old Maryville College. She remodeled a 100-year-old log cabin in Imperial. She turned a St. Charles County farm house into a duck club, but the five men who owned it as a male retreat wouldn't let her on the grounds until it was finished.

When she came up with the Architects' Sunday tours, the American Institute of Architects named her a fellow — its highest honor. She was the 14th woman in the country to receive the honor.

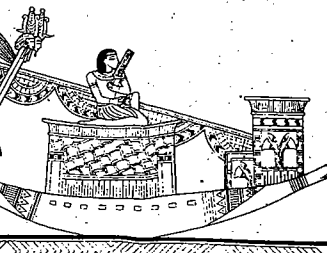
"It's been work: seven days a week, 10 hours a day," Custer said. "But St. Louis has so much wonderful architecture to show off, and so many very talented living architects, that it's been lots of fun."

## CASA IN CONCERT

SLOVAK CHAMBER ORCHESTRA  
Tuesday, October 30  
Co-Sponsored by  
METROPOLITAN LIFE FOUNDATION  
RAFAEL PUYANA, harpsichordist



The Mae M. Whitaker  
**GREAT  
ARTIST**



EE FAMILY DAY!

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## Necrology June 1990-June 1991

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- ~~Philip W. Bourne, FAIA, Bedford, MA~~
- ~~Irving H. Bowman, FAIA, Charleston, WV~~
- ~~Charles Buchard, FAIA, Blacksburg, VA~~
- ~~J. R. Carroll, FAIA, Swarthmore, PA~~
- ~~James A. Clark, FAIA, Huntsville, AL~~
- ~~Kenneth Clark, FAIA, Albuquerque, NM~~
- ~~Betty Lou Custer, FAIA, St. Louis, MO~~
- ~~Norman R. DeHaan, FAIA, Chicago, IL~~
- ~~John M. Dickey, FAIA, Media, PA~~
- ~~A. E. Duerschner, FAIA, Lincoln, NE~~
- ~~Gerald L. Erickson, FAIA, Cupertino, CA~~
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- ~~Wayne M. Weber, FAIA, Lafayette, IN~~

For corrections or additions, please contact Virgil R. Carter, FAIA, The American Institute of Architects, 1735 New York Avenue, NW, Washington, DC, 20006, (202) 626-7510.